

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LVII. NEW YORK, NOVEMBER 14, 1906.

No. 7.

**DIRECT INTO THE HOMES—
OVER 1,500,000 OF THEM—
EVERY MONTH**

That's where the

WOMAN'S MAGAZINE goes

THAT much is a certainty. It couldn't be otherwise, for every copy of *The Woman's Magazine* goes out in a separate wrapper. No news-stand circulation—no wasted copies. Home circulation is insured, and you get 100 per cent of it because the quantity is absolutely proven—or no pay. Now the question is: Can the eight million people who go to make up these million and a half homes be made consumers of your product? We'll leave that to you—you know where your goods should be used—you know where your sales should come from. Just send us, as a test, the name of any city or town in the U. S. where you know something of the people and we'll send you our subscription list for any points you may name. Look them over, and, if they are not the very people you want to reach with your advertising, you will be only out the few minutes' time and postage it cost you to make the investigation. On the other hand, if we satisfy you that the eight million readers of *THE WOMAN'S MAGAZINE* are so situated as to be possible customers for *your* product, then we maintain that we have done *you* a service as well as ourselves. It's a straight business proposition. All we want is a fair hearing, and, as a progressive advertiser on the look-out for good mediums through which to sell your goods, you owe it to yourselves to investigate the proposition. We carry your announcement into over 1,500,000 homes—before eight million people—every month at a lower cost than you can possibly reach the same number of homes or people in any other way. It's up to you to say whether these people can be turned into consumers of your product, and we offer you every means of finding out who they are. Think it over and drop us a few lines asking for any facts or figures you want—propose any test you can think of. Judge for yourself.

Address A. P. COAKLEY, Advertising Manager

**THE WOMAN'S MAGAZINE
St. Louis, Mo.**

CHICAGO OFFICE:
1700 First Nat'l Bank Bldg.
GEO. B. HISCHE, Manager.

NEW YORK OFFICE:
1703 Flat Iron Building
A. A. HINKLEY, Manager

A NOVEL IDEA!

Letters Mailed Without Stamps!

SUCCESSFUL FARMING, Des Moines, Iowa, an agricultural paper, with a circulation of a quarter of a million, has compiled a list of names in which every advertiser will be interested. This is the name and address of every farmer in Ohio, Indiana, Illinois, Iowa, Kansas, Nebraska, Missouri, Minnesota, Wisconsin and the Dakotas, who owns twenty head or more of either cattle or hogs. When you stop to think of it this is really a remarkable list. The live-stock farmer is the up-to-date, progressive, prosperous farmer. This list is the cream of the whole country, 300,000 strong. Everyone owning at least twenty head of either cattle or hogs, hence a prosperous, up-to-date farmer with money to buy what he wants.

This list was carefully compiled from the tax lists at an expense of several thousand dollars. Copies are for sale to a limited number at \$5.00 per thousand names.

SUCCESSFUL FARMING now proposes to mail each of these 300,000 farmers a letter about their wonderful farm paper, and in these letters they will put your circulars on a basis that means **a saving to you of the postage, or \$3,000.00**. The expense will be as follows: per thousand envelopes, No. 9, \$1.00; addressing, \$1.00; list of names, \$5.00 per thousand; inserting, 50c.; stamping, delivering, sorting, etc., 50c.; stamps, \$1.00; total, \$18.00 per thousand, or \$5,400.00.

In these circulars SUCCESSFUL FARMING proposes to include three firms, not conflicting in interests, at an expense of less than the labor, list and envelopes used would cost an individual, thereby giving **\$3,000.00 in stamps free**. In other words, if you want to furnish 300,000 pieces of printed matter, weighing not to exceed one-half ounce each, they will be inserted in the 300,000 envelopes for \$1,600.00, or less than it would cost you exclusive of stamps.

A portion of the list may be used on a proportionate basis, \$5.33 per thousand, as follows:

Ohio.....	24,604	names	for \$131.13
Indiana.....	30,381	"	161.03
Illinois.....	35,740	"	190.49
Iowa.....	77,355	"	422.30
Kansas.....	34,936	"	186.11
Nebraska.....	27,903	"	148.72
Wisconsin.....	10,533	"	56.14
Minnesota.....	17,681	"	95.24
Missouri.....	25,447	"	135.63
Dakotas.....	16,359	"	87.20
Total.....	300,939		\$1,600.00

A State will not be divided.

We wish to have these circulars mailed at once. If you want to save your postage bill and reach the cream of the farmers of the United States here is your opportunity. Surely if a person came to you and offered to furnish stamps for your circulars, and then help you do the labor, you would jump at the chance. That is just what we do. We furnish you stamps FREE.

Write us at once, advising what State or States you want. We will answer at once, advising whether the three places for that State are taken.

SUCCESSFUL FARMING, Des Moines, Iowa.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1883.

VOL. LVII.

NEW YORK, NOVEMBER 14, 1906.

No. 7.

COLLARING COLLAR TRADE.

VAN ZANDT, JACOBS & CO. FOUND IT DIFFICULT TO SELL SUPERIOR LINEN GOODS IN COMPETITION WITH HOUSES THAT HAD BUILT UP VALUABLE TRADEMARKS WITH ADVERTISING FOR COTTON COLLARS—HOW THE LINEN ISSUE WAS PUT UP TO THE PUBLIC IN CHICAGO LAST SUMMER.

Some thoroughly interesting innovations in collar advertising lie behind the large copy now being run in daily papers by Van Zandt, Jacobs & Co., of Troy, N. Y. This advertising is at present appearing in the chief centers of the country. In Chicago the *Daily News* and *Tribune* are employed, in New York the *World*, *Sun*, *Times*, *Globe* and *Telegram*, in Philadelphia the *North American* and *Bulletin*, in St. Louis the *Post-Dispatch*, *Globe-Democrat* and *Star-Chronicle*. Boston is to be added, with the *Globe*, *Herald* and *Post*.

Van Zandt, Jacobs & Co. are the largest manufacturers in this country of *linen* collars, and second largest in the men's collar trade as a whole. The house is about ten years old, and from its foundation has been devoted to the production of a good linen collar to sell at two-for-a-quarter. As is generally known, a linen collar ordinarily sells at anywhere from twenty-five to forty cents, the latter price being paid for fine English imported goods in high-grade shops. Van Zandt, Jacobs & Co. believed, when they started in business, that a thoroughly reliable linen collar could be made for the popular price, and as far as manufacturing is

concerned they long ago succeeded. Only lately, however, have they managed to bring their goods before the consumer in a way that gives them the selling advantage for an article that costs more to make, carries a smaller

The Popular
MANGO
Linen Collar

DOUBLE
TRIANGLE
BRAND

2 FOR 25

VAN ZANDT,
JACOBS & CO.
MAKERS

OLD STYLE COLLAR AD.

margin of profit and is really the one that the two-for-a-quarter purchaser ought to demand if he wants the best value for his money.

This house had experimented with advertising in daily papers. But its copy followed ordinary

collar advertising principles. The bulk of the collar trade is said to be counted in twenty-five-cent pieces. A man goes into a haberdasher's shop and purchases collars two at a time, partly for convenience, partly because styles change frequently. For this reason almost all collar advertising, until a few months ago, took the form of little single-column ads in newspapers, often as small as two inches, and the burden of the story told by each house was either style or trademarks. The manufacturer's name and brand have been impressed upon readers, but little said about wear, construction or quality. Style, style, style has been adhered to so closely that the manufacturers have forgotten many details more important to consumers. To read collar ads, one would imagine that the styles change over night, and that purchasers expected collars to be dated, like newspapers. In reality, however, the consuming public is conservative on style, and no amount of advertising will force a radical new collar on the public.

Van Zandt, Jacobs & Co. went into the newspapers originally with collar copy that looked a good deal like all other collar copy. It emphasized style and trademark. But there was another argument that ought to have sold collars. Every ad bore the word *linen*, and the price, two-for-a-quarter. To men who knew fabrics, the offer of a good linen collar at this price ought to put all cotton collars way behind in the running. But Van Zandt, Jacobs & Co. found, after extensive experiments in the cities, that the idea of a linen collar at a cotton price simply didn't reach the public at all. Readers were indifferent—not impressed—not interested. They continued to buy the widely advertised cotton brands. A certain proportion of the public, of course, knew linen, and bought. On the East Side of New York, among the Jews and other European people who know fabrics, the Van Zandt, Jacobs & Co. goods have always sold instantly on appearance. But the

greater public, the Tom, Dick and Harry of the retail collar situation, continued to ask for widely advertised cotton brands. Up on Broadway, where one would naturally expect to find discriminating purchasers, the cotton goods have led, and when a man wanted a linen collar he uncomplainingly gave up twenty-five cents for it. For many years the cotton collar manufacturers have been liberal advertisers—the largest publicity account in this trade is said to run between \$300,000 and \$400,000 a year. The advertising houses have accumulated prestige, and lead the trade. No emphasis that the newcomers could put on linen-two-for-a-quarter seemed to turn the tide their way.

Last spring the Hampton advertising agency, of New York, went to Van Zandt, Jacobs & Co. with the statement that, leaving out the question of linen, as many of this concern's collars could be sold through advertising on appearance and style as were sold by any of the cotton manufacturers, which is quite a radical statement to make in the collar trade, so that the house was quite justified in saying that it didn't believe it. But they were willing to be shown, and the upshot was an appropriation for an experimental campaign—or a campaign of demonstration, rather—to be confined to one city.

The town selected was Chicago, because the house has a large number of accounts there with retailers, and advertising would find wide distribution of goods ready to take care of demand—should there be any. The advertising was accordingly prepared, and started in the middle of July in two papers—the *Tribune* and *Daily News*. To the uninitiated it might seem that July is exactly the most favorable month in which to begin collar operations. But, on the contrary, collar manufacturers consider it unfavorable, for despite impressions to the contrary, there are no more collars sold or worn in summer than winter.

Big copy was the keynote of this campaign of demonstration.

(Continued on page 6.)

If you should ask any intelligent Philadelphian how to make your advertising appropriation do you the most good in Philadelphia the reply undoubtedly would be "*place it in The Bulletin,*" because, "*In Philadelphia nearly everybody reads The Bulletin.*"

NET PAID AVERAGE FOR OCTOBER

226,833 copies
a day

"The Philadelphia Bulletin's" circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

Where most collar ads had previously been restricted to a few inches, the introductory announcement of Van Zandt, Jacobs & Co. measured 580 lines agate, or ten inches across four columns. on anything but linen, so that Where little collar ads had just when a manufacturer uses this

PELHAM, Front 2 1/2 in.

Law and Laundry.

HOW THEY AFFECT COLLARS.

"The law says that none but linen collars shall be stamped 'Linen.' The intention is to protect you against an inferior article."

The laundry proves that collars made of other materials than linen, when washed, do not keep their shape, break at the edges, tear out at button-holes, and never have the dressy finish and whiteness of linen."

The law protects you—the laundry washes your clothes—*everything but these collars.*

What then? Well, you can buy an English linen collar for 50¢ or an American linen collar for 35¢ or 30¢ or you can buy Triangle Brand Linen Collars at 35¢ (a 2 1/2 in. size).

Triangle Brand Linen Collars withstand the test of both law and laundry. They are legally stamped "Linen"—which guarantees they are linen, or the manufacturer would be liable to arrest and punishment as a penal offender.

High Grade Bedding, "Spectrally Shrunk," and other high-sounding

phrases to deceive you and hide the fact that they're *made of cotton.*

You don't knowingly pay the linen price for cotton handkerchiefs, do you?

Then why pay the linen price for collars?

When you buy collars be sure they are stamped Linen—"Triangle Brand Linen"—and get what you pay for.

Quality—that's guaranteed by the "Linen" stamp.

Collars—size 150—right down to the minute—any style you are accustomed to wearing.

Fit—just as if they were made to your order. Quartermaster make an exact fit sure.

Wear—twice that of a cotton collar. The Linen Gutter-seam edge, and the three-thread eyelet button-hole make every Triangle Brand Linen Collar especially strong and serviceable where they ought to be.

More styles, more colors, more of popular styles. If yours doesn't, write us and we'll see that you get them.

Van Zandt, Jacobs & Co., Troy, N.Y.

Chicago Branch: 238 5th Avenue

THIS DID THE BUSINESS.

room enough to show one collar, and make a single-phrase talk on style, this big ad had a regular style display, showing twenty-one seasonable shapes, with dimensions. Then having outdone all precedents on the style question, it proceeded to go after competitors on quality with a talk on "Law and Linen." Ninety-five

word he is backed up by something more than his own reputation. This legal backing was explained, and the ad took time to go into the whole collar question, explaining fully, instead of playing up a phrase or two for the man who only glances at advertising.

Smaller ads followed, appear-

ing three times a week. But the smallest measured about 200 lines, so that the publicity made all previous collar advertising look rather petty. Within two weeks every other large collar house had increased the size of its ads in Chicago papers. Results in sales for Van Zandt, Jacobs & Co. were almost as immediate as this effect on the trade. Several hundred Chicago retailers began to sell more goods, and inside of thirty days from the time the advertising began the house had opened thirty-eight new retail accounts in that city. This may not seem a startling number in cold type, but in the collar trade it is considered phenomenal. When a retailer puts in a new line of collars he usually has to throw out somebody else's line. His store space is small. He only sells a certain number of collars yearly anyway. He can't carry all the leading lines, and often confines his stock to one, carrying it in its entirety and keeping sizes unbroken. It was the advertising, undoubtedly, that had convinced these thirty-eight haberdashers that the two-for-a-quarter-linen line was good to sell. The house's local salesmen had been calling on those same retailers several years without making this point.

Within sixty days the advertising had shown so large an increase in territory already so well covered, by its regular selling organization, that Van Zandt, Jacobs & Co. decided to extend operations, and now the copy is running in the five cities named above. An interesting little complication is added to the situation by the smaller margin of profit on a two-for-a-quarter linen collar. Smaller profit, smaller margin for advertising. Naturally the advertising has to sell more collars. But this it has done, so that the campaign presents the interesting accomplishment of a business house entering an already crowded field and, on a smaller margin of profit, getting returns on advertising by running advertisements *about eight times as large as those of its competi-*

tors. Thus the laws of compensation work out, with the aid of Providence and a good advertising agency.

The campaign, once started, is continuous, running all through the year. Daily papers are preferred, it is said, because the pivotal points in the collar situation are the great cities. At first sight it would seem as though magazines would offer the best medium. Collars are widely distributed. But there is no mail-order attachment to the collar advertising situation, and thus a valuable by-product of magazine advertising is lost. There is also said to be no popular trade in a high-grade collar, so that the object of reaching a better class of readers in the magazines does not attract a two-for-a-quarter collar house. The collar trade to be won in big centers of population is so vast that the concentrated force and great distribution of a few dailies offers the best returns on an appropriation. A few minor centers have been entered, like Syracuse, N. Y. But the campaign shows the largest returns, and promptest, in big city dailies.

As a supplementary work for the newspaper advertising a system of window display has been worked out, with mail literature to interest retailers. All collar houses furnish window material and display suggestions, with counter cards, signs, show case exhibits, etc. Some of the novelties introduced by Van Zandt, Jacobs & Co. have been new. One was a large window card, lithographed in colors, showing a wedding, with the men wearing correct collars for such an occasion. This card is unusual in size and theme, and one dealer who displayed it says that occasionally someone comes into the store to know "when that show is coming to town." So the poster has been named "the Fatal Wedding card." But it does the business.

While the linen feature, and its legal guarantee have been made a leading argument in the newspaper advertising, attention has also been given to certain construction

points. Exact measurements is one of these, and another is triple-strength button-holes. All the strain on a collar button-hole is in the eyelet ends, and these ends in Van Zandt, Jacobs & Co. collars are reinforced with strong cord sewed in with three threads. Quarter-sizes, four-ply and appearance are also talking points. It is said in the trade that a good linen collar will wear, on the average, about one time longer than a cotton collar. But in fit and appearance it is really superior, and its advantages are easily apparent to anyone who has his attention diverted to linen. Therefore this campaign has fundamental principles that give the cumulative value of re-purchases.

JAS. H. COLLINS.

SINCE the death of Mr. Chesman, Mr. F. B. Washburn, who has been for many years connected with that agency, has been appointed manager of the New York office of Nelson Chesman & Co. and has full charge of the eastern end of the business. Mr. Washburn was born in Middleboro, Mass., in 1857, and has been engaged in the advertising business since 1876.

THE Des Moines *Capital* beat its own advertising record in October. The month's total was 25,436 inches of classified and display.

INSPIRING.

CINCINNATI, O., Nov. 1, 1906.
Editor of PRINTERS' INK:

We hardly see how we could get along without the Little Schoolmaster as it has been for the past five or more years an inspiration to the writer.

Yours very truly,
THE S. OBERMAYER CO.,
J. Cecil Nichols, Adv. Mgr.

German Families are Large

and large families are large consumers. Think what a quantity of goods the 160,000 or more German families consume that you reach by advertising with us. Rate, 35c. flat. Why not let us run your ad in the .

Lincoln Freie Presse
LINCOLN, NEB.

**EIGHT MONTHS
OF 1906**

From Jan. 1, 1906, to August 31, 1906, The Chicago Record-Herald

**Gained
2,130 Columns
Advertising**

over the corresponding eight months of 1905.

THE RECORD-HERALD prints the statement of circulation for each day of the preceding month in every issue. How much better this is than "high-water marks."

**THE CHICAGO
RECORD-HERALD**

**30,000 Extra Papers In
Iowa Without Increase
of Rate.**

**The
Des Moines
Capital**

will issue 30,000 extra papers in the interest of its Bargain Day on Tuesdays, November 13, 20, 27; December 4, 11, and 18, making an issue on those days of over 70,000 copies. These extra papers will be mailed to the very choicest Iowa farmers, and offer mail-order advertisers an unusual bargain. The regular advertising rate will be in force, namely 5 cents a line, flat.

The CAPITAL is the most important advertising medium in Iowa. Send your copy direct or to eastern offices.

EASTERN OFFICES :
NEW YORK, CHICAGO,
166 World Building. 87 Washington St.
LAFAYETTE YOUNG, Publisher.

A PHILADELPHIA "MERGER."

GEORGE L. DYER JOINS THE ARNOLD AGENCY—A TEAM THAT "HAS NEVER PUT AN ADVERTISER IN THE GRAVEYARD"—NOW AMONG THE LEADING AGENCIES OF THE COUNTRY, PLACING OVER \$1,000,000.

George L. Dyer, one of the widely-known advertising men of this country, originator of magazine publicity in the men's clothing trade and for some years past advertising manager for A. B. Kirschbaum & Co., has lately acquired an interest in the Arnold agency, Philadelphia. This concern was formerly the Clarence K. Arnold Advertising Agency. It now operates under the title of the Arnold & Dyer Advertisers' Agency.

Clarence K. Arnold set up as an advertising agent in Philadelphia about three and a half years ago. He had long been connected with newspapers in the Quaker City, and left a position as advertising manager of the *Press* to establish a business for himself on promise of a large corporation account. This big plum never fell off the tree, however, and the new agent was forced to hustle for other business. He did, and to such good purpose that the Arnold agency was soon placing a large volume of publicity, most of it new, and within two years after the start had to leave its quarters in the Bourse Building for larger ones in the Mint Arcade. Mr. Arnold planned the first advertising for the Artloom tapestries, now a conspicuous success, and for "Chiclets" and other products. His work as an "outdoor man" taxed the copy department, so that when Mr. Dyer was taken into partnership it was with a view to strengthening the agency indoors.

George L. Dyer is conceded to have few equals as a "copy man," but his reputation has not been built up wholly on writing. During the time he has been under contract to A. B. Kirschbaum & Co. his advice on merchandising plans and promotion work has been widely sought by advertisers,

and even advertising agents. Last summer his contract with the Kirschbaums expired, and was renewed on a unique basis. He still supervises the Kirschbaum advertising in all details, and receives for this service \$12,000 a year. But the arrangements are such that the greater part of his time is free for building up the agency's copy, planning and placing service.

Since this partnership was formed new business has fairly poured in on the agency. It is now among the foremost general agencies in the United States, placing a good deal in excess of \$1,000,000 a year. Among the accounts are Razac, Philadelphia Tapestry Mills, LaReclame Cigar, A. B. Kirschbaum & Co., Richardson & Robbins food products, the Philadelphia business of Hapgoods, etc. The agency maintains a Boston office, and will probably open one in New York. Its rate department is in charge of Wilmer L. Dotts, long with N. W. Ayer & Son.

Mr. Arnold has wide knowledge of mediums and merchandising. Mr. Dyer has had long experience in copy and plans. Both members of the partnership are young, and in addition to the fact that both stand for the new idea in agency service, it is said that neither has ever put an advertiser in the graveyard.

ON THE DOCTOR'S TABLE.

Why does a doctor never have current magazines in his waiting room?

It is not safe for him to do so, for his patients carry them away, without realizing, perhaps, that they are committing a theft. They become interested in some article, and not having time to finish it while waiting for the doctor take the magazine or paper with them, intending probably to return it, but they never do.

Experience teaches that if the doctor himself wishes to read magazines it is necessary for him to keep them in a safe place until he finds time to do so.—*Sun.*

EVERY advertising failure ought to be an asset to every other advertiser.—*Burba's Barbs.*

The Travel Magazine

THE GOLD MARKS.



Below is given a letter recently received by Rowell's American Newspaper Directory setting forth reasons why one paper believes it should be accorded the Gold Marks. Before the 1907 edition of the Directory goes to press this claim will be given careful consideration by the editor of the Directory, and if deemed a valid one, the Gold Marks will be granted.

The so-called Gold Marks denote that the paper to which they are attached possess a value for the class and quality of its circulation apart from the mere number of copies printed:

THE SEATTLE DAILY AND SUNDAY "TIMES."

Published Every Day in the Year, by the Times Printing Company.

SEATTLE, Wash., Oct. 16, 1906.
Editor of Rowell's American News-
paper Directory:

The Seattle Daily and Sunday *Times* hereby present their requests to be entered in Rowell's American Newspaper Directory with the honor of the Gold Marks attached for the following reasons:

(1) These publications bear the name of a city now more than a half century old and which, in the near future, will stand out more prominently on the Pacific Coast than any other city throughout its entire coast line of three thousand miles.

(2) The Seattle *Times* celebrated its twenty-fifth anniversary in the month of February of the present year—and is therefore half as old as the city itself.

(3) The location of Seattle—being the metropolis of Washington—the gateway to the gold fields of Alaska, British Columbia and the Northwest Territory—as well as the nearest port to the Orient gives the *Times* a remarkable field of circulation.

(4) Greater Seattle to-day has a population of 225,000—and in that field the daily *Times* delivers to the public 24,000 copies daily—and the Sunday *Times* almost 30,000 copies. This is a showing unequalled in any other city west of Chicago when population be considered.

(5) The outside field of circulation exclusive of Seattle gives the entire State of Washington, Western Idaho, Northern Oregon, Western Montana, British Columbia and all of Alaska. Within that territory the daily *Times* circulates nearly 20,000 papers every day in the week—and the Sunday *Times* more than 28,000 papers.

(6) According to admitted figures

published by other newspapers—all belonging to the Associated Press—the daily *Times* exceeds any other newspaper in circulation by quite 17,000 copies daily, and the Sunday *Times* by more than 22,000 copies every Sunday.

(7) The price of the daily and Sunday *Times* is \$6 per annum—and if the Sunday edition be taken separately \$2.25 per annum—so that the price stands far above the charges of the average daily newspaper of the central west and eastern States.

(8) The circulation of the daily and Sunday *Times* within Greater Seattle is handled by 140 carriers and with less than 20 exceptions every copy delivered by carrier represent a cash transaction.

(9) There are something like 75 news dealers, however, in Greater Seattle, who have the right of return of unsold papers—but by reason of the smallness of the transaction the returns are very limited.

(10) The outside circulation is handled both by news dealers and the personal solicitation of six traveling men. The right of return to the extent of 5 per cent is allowed the news dealers on 50 copies or more—and the right of ten per cent on a less number. The result is, however, that the average return from news dealers doesn't reach 6 per cent—and not one-fourth of the total circulation of the *Times* is handled by news dealers.

(11) The *Times* is the only newspaper which refuses to permit railroad agents to return at all—charging 2 cents for the daily *Times*, however, and 2½ cents for the Sunday. While this results in reducing the actual sales by trainmen, the *Times* gets pay for all papers sent out. On the other hand, every other publication in the Pacific Northwest permits these agents to return.

(12) The *Times* is the only Associated Press paper published in Seattle by day, owning the Associated Press franchise exclusively for such right of publication. The *Times* also publishes the largest Sunday newspaper printed on the Coast with the exception of the Los Angeles *Times*—and larger than that when the book magazine of that publication be eliminated. Its publication was begun in February, 1902, and there is but one other Sunday newspaper published in Seattle.

(13) By reasons of the conditions heretofore enumerated the Seattle daily and Sunday *Times* is now recognized as far away in the lead of all daily papers published in Washington or the Pacific Northwest.

(14) The average circulation of the daily and Sunday *Times* is slightly above 45,000 copies. Outside of the city circulation the arrangement is such with agents that the *Times* nets the publisher one cent a copy, the agent getting the balance. The carrier system in Greater Seattle yields one cent and two-thirds a copy. Slightly more than half of the circulation is outside Greater Seattle. This would make an average income of one cent and one-third a copy. The total copies issued in a month would equal

1,350,000—and if every cent were collected without allowing a solitary copy to be returned, or spoiled, the monthly collection would be \$18,000. The collection for September exceeded \$15,000. What better proof of paid circulation does any man ask?

(15) The high standing and quality of both the daily and the Sunday *Times* are shown in the quantity and character of advertising which those publications carry—and the remarkable strides which they have made in foreign advertising at a price higher than that which is charged to home advertisers—a condition which rarely prevails among newspapers.

(16) During the calendar year of 1905 the daily and Sunday *Times* carried 617,799 inches—which was 142,758 inches more than its nearest competitor in Seattle, and which competitor far exceeded any other publication except the *Times* in the Pacific Northwest. Moreover during the first nine months of the present calendar year the daily and Sunday *Times* carried 554,178 inches—or 134,834 inches more than its nearest competitor—which was otherwise the largest publisher of advertising in the Pacific Northwest.

(17) The patrons of the *Times* in Greater Seattle are the very cream of the population and business community—and while there may be a half dozen regular advertisers who are not doing business with the *Times*, the only excuse made is because "the *Times*' rate is so much higher than any other newspaper in the city." On the contrary the *Times* carries more than forty advertisers which no other Associated Press paper has been able to secure in the city. We know of no higher test of quality—and when it comes to quantity the *Times* overshadows them all!

(18) The plant off which the *Times* is published is completely up to date—and the product of R. Hoe & Co.—the Mergenthaler Linotype Company and the American Type Founders. The plant cost more than two hundred and fifty thousand dollars and the building out of which the *Times* is published and of which the *Times* occupies three-fifths of the space, is valued at \$250,000 more—thus affording every facility which a metropolitan newspaper needs to accomplish successful results.

(19) The gross earnings of the *Times* for the calendar year 1905 were \$582,809—and the net profits \$101,868—and there is no man connected with the *Times* from its editor-in-chief down to the elevator boy who does not draw a salary which, of course, becomes a part of the "expense account."

(20) The gross earnings of the *Times* for the first nine months of the present year aggregated \$526,018—and the net profits for that time were \$116,278—and if the net profits for September be maintained throughout the other three months of the calendar year the net profits will reach \$165,472.

(21) It follows from the foregoing statements that the *Times* has the largest paid circulation not only in

proportion to the number of papers printed—but in actual numbers of any newspaper published within its field of circulation. The nearest competitor of the *Times* claims only 26,000 daily circulation for the month of September—and only 36,000 circulation for its Sunday—and yet its unsold copies are far in excess of the unsold copies of the *Times* by reason of its method of limiting returns from news men—and in spite of the additional fact that the *Times* circulation now exceeds 43,000 daily, and its Sunday circulation exceeds 58,000 on an average on Sundays. In fact, no other newspaper published in the Pacific Northwest has so few unsold papers in proportion to its circulation—and therefore gets money for the greatest number of papers published in said field of circulation.

(22) For twenty-five years the *Times* has been continually published in Seattle—and for ten years has exploited the interests of Washington and Alaska beyond the efforts of all other newspapers combined. Every year the *Times* has issued a special Anniversary number running from 80 pages in the earlier times to 160 pages last February in which every possible interest from that of lumber and coal in Washington to the mining of gold and copper in Alaska, British Columbia and the Northwest Territory, including the fisheries of the North Pacific—have been exploited. It is not invidious to say that not a solitary issue of any other newspaper in the Pacific Northwest has done anything of this kind up to the present time. Because of the devotion of the *Times* to the upbuilding of the Pacific Northwest it is known in every principal city of the United States, and is sold from the principal newsstands and may even be found on sale in the streets of New York by the famous "Home Paper" sellers, as it may be found in every principal city upon the Pacific Coast and the great Central West.

(23) Indeed, the *Times* is recognized by all the leading merchants, capitalists and other business men as being the exponent of the great industries of the State and Alaska—and largely because the *Times* is an absolutely independent and fearless newspaper having no strings on it—whether of a corporate nature or arising from partisan demands—being owned absolutely by its publishers.

(24) The *Times* is also entitled to these marks because of its comprehensive and reliable news service and the extraordinary amount of literature and illustrations of important things, events and men which it continually publishes. It has the exclusive service of the Associated Press which is known for its conservatism—the same being transmitted under the full leased wire system. The *Times* also has the Publishers' Press exclusively for Sunday morning—and that service has become so complete, efficient and reliable that all the morning papers in the Pacific Northwest have purchased the six day

service to prevent the establishment of rivalry. In addition to the foregoing the *Times* has a leased wire from Frisco and the complete service of the Hearst Syndicate—both news and literary—to say nothing of 250 correspondents scattered widely throughout its field of circulation, including Alaska.

(25) As to influence, politically the *Times* in the campaign of 1904 supported former Senator George Turner for Governor—and while President Roosevelt carried the State of Washington by 73,000 majority—no newspaper in the State opposing the President's campaign—Senator Turner was defeated by scarcely 17,000 majority—thus running ahead of his ticket more than 56,000 majority—and Senator Turner gave to the *Times* the credit of making his campaign so nearly successful.

(26) A few years ago the *Times* established a book review occupying never less than one half of a page—and frequently a whole page—making the unique feature half-tones of the covers or titles to the publications reviewed—and then giving conscientious labor to the work of reviewing. The scheme leaped into such favor that today almost every leading publisher in the United States is a patron of that page.

(27) Because of the complete service which the *Times* has rendered in behalf of the development of Alaska, its circulation is more than double that of any other newspaper published on the Coast. Indeed, Gen. A. W. Greely recognized the good work of the *Times* by presenting its Editor-in-Chief with a frank over the United States government cable to Alaska.

(28) The advertising columns of the *Times* carries every reputable advertiser in the City of Seattle with possibly a half dozen exceptions—and the only reason it does not carry the business of that half dozen is because they can procure space at about 60 per cent of the charges of the *Times* in the paper claiming to have the nearest circulation to the *Times*. Indeed, if the *Times* would consent to accept the prices named by the next newspaper of highest circulation there would not be a solitary advertiser in the city of Seattle absent from its columns.

(29) Every merchant who will speak of the results of advertising in Seattle毫不犹豫地 gives the *Times* the lead. It is no uncommon occurrence for the leading merchants of the city to say that both the daily and Sunday *Times* brings them from two to five times better results than any other medium used in Seattle. Indeed, the largest merchants and the most reputable business men use from 50 to 100 per cent more space in the *Times* than in any other publication in Seattle. In nearly one hundred interviews published in the *Times* during the year 1905 everyone spoke of the publication as the greatest business getter and a majority unhesitatingly placed the *Times* not only at the head of the list, but far beyond all others.

(30) Permission is hereby given to

consult any one of that great number of advertisers whose business aggregated \$70,000 in the *Times* for the month of September alone—as to the value of the daily and Sunday *Times* and its returning power to the advertiser—and the publishers will stand or fall by the verdict.

(31) While one other publisher claims to require seventy-five cents a month for his publication more than 60 per cent of his circulation is freely offered at fifty cents a month. Why? Simply because the public know that the *Times* is the great newspaper of the Pacific Northwest.

(32) The city of Seattle is not only progressive but cosmopolitan. In ten years its actual population as a newspaper patronage has been multiplied four times. Therefore not 25 per cent of the population can be called "pioneer" in any respect—for not only has 75 per cent of that population come to Seattle since 1896, but 25 per cent of the population of 1896 had not lived here five years.

(33) There are but two Sunday newspapers published in Seattle—and the Sunday *Times* is so far in the lead in quality, enterprise, style and completeness that it sells more than 28,000 copies in Greater Seattle against that number sold by the other publisher.

For the foregoing reasons the publishers of the Seattle daily and Sunday *Times* hereby request the honor of the Gold Marks as set forth at the opening of this letter.

THE TIMES PRINTING COMPANY,
A. J. Blethen, President.

TILL FORBID.

Big successful advertisers to-day are all-the-time, 'til-forbid advertisers. You say they can afford it, and I answer they can't afford to be without it.

You certainly don't imagine they are in the game for their health. Sidney Smith in his division of mankind mentions "The Sleepwalkers: those who never deviate from the beaten track, who think as their fathers have thought since the flood, who start from a new idea as they would from guilt."

The same division would apply to some of the old-time magazines, some eminently respectable advertisers and two or three advertising agents.—*Robert Frothingham.*

CHRISTMAS is coming! It's the spending season. It's the time when all loosen—more or less. There are concerns who can make advertising pay only at holiday times. And concerns who make it pay at all times make it pay better at Christmas. This Christmas will be the best because it is the nearest at hand just now and besides, it comes in a season of plenty, the like of which was never known. Money is being made. Money is being spent. There seems to be money for everything.—*Junior Everybody's.*

THE LOGIC OF ADVERTISING.

A good many men probably write advertising year after year without discovering the mainspring of its mechanism.

Advertising is a form of special pleading. Good advertising presupposes doubt in the reader's mind, and so aims not only to set forth facts, but to convince. Indifferent advertising is often written on the assumption—though perhaps the writer may be unconscious of this—that only a statement of facts is required, and that what he has to say about his commodity will be accepted as fact without question. Many kinds of reading matter *are* so accepted. Stories, articles and essays written to entertain are taken thus, and often any disposition on the part of the reader to question their text would destroy their capacity to entertain. A bank statement is a presentation of facts, and scrutinized chiefly in its separate items.

But an advertisement is purely special pleading. The advertiser undertakes to tell the reader what there is to be said in favor of his commodity, and the very fact that he puts his case in the form of an advertisement causes the shrewd reader to be on his guard. "This is what *he* says about his stuff," comments the reader; "now I wonder how much of it is truth and how much mere advertising statement." The advertiser's known reputation for fair dealing, his years of business integrity—these enter largely into the force of his plea. With old, established, business houses they are often sufficient to convert advertisements into actual statements of fact with that part of the public that knows the advertiser. But there is always a proportion of the public that may know nothing of him, no matter how long he has been established. With new commodities and new firms the burden of proof must be especially strong. At the same time, while every argument and device that can be brought in as special pleading should be used, the advertisement as finally printed will

be more likely to convince if the marks of the special plea are eliminated from it. The advertiser must be sincere, for sincerity and earnestness often convince more directly than arguments. But when they become rank partisanship, an element of distrust is likely to be created in the reader's mind.

After an advertisement has been absorbed the reader is usually ready to accept its contentions the moment they are affirmed by somebody other than the advertiser. If a neighbor offers this affirmation, saying that he knows the advertiser to be honest, or states that he has purchased this commodity and found it as represented, then the whole plea of the advertisement is immediately clinched. Here lies the peculiar value of the testimonial. There is hardly any form of advertising in which the testimonial is not a strong factor in producing returns. It does so because, following the advertiser's own presentation, the testimonial brings affirmation from a presumably uncorruptible, impartial outsider. It is the nearest approximation that can be made, in printed words, to the good opinion of a neighbor. When an advertiser strengthens his special plea with testimonials, he virtually brings into court a number of outside witnesses who support his contentions for his commodity. The more prominent those witnesses, the better known in the locality where the advertisement is printed, the wider their reputations for candor and incorruptibility, the greater their support. They furnish the testimony from an outsider that every intelligent reader of an advertisement feels he ought to have before he acts in the matter.

A strikingly effective variation of the testimonial has recently been introduced in the publisher's guarantee printed by certain magazines. Here is a form of outside testimony often more weighty than commendatory letters, because it warrants the advertiser's business integrity and responsibility to be good, and

provides a definite insurance against loss by fraud. Yet in the last analysis it undertakes no opinion as to the merit of what the advertiser offers. The reader can purchase with the assurance that he will secure what he pays for, but the publisher will not guarantee that he will be pleased.

A good deal of advertising convinces, of course, on an emotional basis. The continued success of the demagogue in advertising the permanent value of the direct appeal to avarice, prejudice, desire, etc., is ever apparent in returns reaped by racing tipsters, worthless investment sharks and get-rich-quick swindlers. There is always a large section of the public that can be stampeded. There always will be. But the legitimate business house, selling staple commodities, has no concern with this section. The farther it can come from profiting by emotional methods, the more lasting will be the reputation it builds up by advertising. The more all commercial pleading is found to be true and sound by the public, the oftener satisfactory trading follows upon the public's dependence in advertising statements, the more readily will all advertising testimony be accepted. The very strength of the swindler's arguments often lies in his appeal to

readers' recollection of a satisfactory outcome in previous dealings with reputable advertisers. When he does this successfully, he weakens the value of all advertising done in good faith, and is as strong a witness against the reputable advertiser as the satisfied purchaser is for him. One of the most gratifying tendencies to-day is the disposition to strengthen reputable advertisers' pleading by elimination of the fraudulent, which is the largest element of testimony against what he may say for himself.

THE PHILOSOPHER.

REASION—HIC—WHY.

There are several good reasons why we cannot accept liquor advertising in *Everybody's*. Here are a few:

From a bushel of corn the distiller gets four gallons of whiskey which retails at \$16. The government gets \$4.40, the farmer gets 20 cents, the railroad gets \$2, the manufacturer gets \$9.40, the retailer gets hell and the consumer gets "soshed." —*Junior Everybody's*.

WHEN you see a manifestly undesirable, cheap and shoddy volume of advertising appearing month after month in various publications, it is a fair supposition that the publishers know what their readers like and give it to them.—*Junior Everybody's*.

A LOT of advertisers who want to succeed desire to do so simply to spite a rival.—*Agricultural Advertising*.



THIS PICTURE, FROM THE "WORLD'S WORK," SHOWS HOW CANADA ADVERTISES ITS AGRICULTURAL POSSIBILITIES WITH AN ELECTRIC MOTOR EXHIBIT TRAVELING THROUGH GREAT BRITAIN.

LET THE AD FIT THE GOODS.

Some advertisers—especially in retail lines—seem to think that there is a standard formula for presenting merchandise in newspaper space. The appeal that will sell straw hats in June, they reason, is the one to be adhered to in the crockery department, and the book shop.

A clothier in the West had over a hundred men's suits that were *passé*. They were out of style in cut and material, and had been in stock more than three years, because he could never succeed in selling them. Several times he got up special sales on this stuff. First he offered them at \$10 apiece, value \$15, and told how good they were, what a reliable house they had come from, what an opportunity, such a value, etc. But they stuck. Then he cut the price to \$7.48. At this figure they were such exceptional value, in his own eyes, that he whooped 'em up louder than ever in the ad. Never had such an opportunity before been offered in that city. But they still stuck. So finally in desperation he cut them down to \$3, and announced a sale for one day only, and the way he described these remnants made them exactly equal to new spring stock at regular prices, if not more handsome, attractive and durable. But yet they remained on his tables, and then he gave it up. He told his clerks that whenever a weak-minded man came into the store, or a stranger, decently intoxicated, and they succeeded in selling one of those suits at \$2, he would give them a rebate of half.

One day an advertising man of some prominence in the wholesale trade visited that town, and the clothier, in talking of new stock coming in and methods of advertising, told of his experience with the remnants.

"Why, it ought to be simple enough to move that stuff," said the advertising man. "Trouble with you is, you made the thing too easy for the public. What you want to do is make the sell-

ing proposition difficult. Let me write an ad for you."

He wrote one. Instead of polishing up this old, dead stock, and trying to make it appear better than it was, he told the truth about it. These suits were not in the current fashion. The coats were shorter than were now being worn, and the colors not in the approved mode. They were shop-worn and had been eliminated from regular stock. But with all these drawbacks, the materials were good, and the man who wanted an old knockabout suit of very fair appearance to wear to work, or around machinery, or in the office or mill, could find here something of value not to be picked up every day. But customers came for these suits at their own risk of disappointment. They mustn't expect too much, and would have to make their own selections. The clothier thought then that if he could get \$3 for each of those suits he would be in luck. But the advertised price for this final attempt to sell them was \$5 even, and next day the public came in and carried the whole line away at this price—in fact, there were not enough suits to satisfy the call.

The moral of this episode seems plain. Nothing would have induced this clothier, talking face to face, to shove forward one of those old suits and try to sell it on the argument he had put into his three unsuccessful ads. But in newspaper advertising he could not get rid of the notion that details had to be polished and the whole deal put in a glittering aspect. Had he fitted his advertising to the proposition, he would probably have achieved what the advertising man did, and sold them all off at first crack.

PRAISE INDEED.

COLUMBUS, Ohio, Nov. 3, 1906.
Editor of PRINTERS' INK:

Inclosed find draft for \$2 to renew our subscription to your paper. We wish that all of our investments would pay us a proportionate return. We get more good out of these two dollars than any other money we spend in advertising. Very truly yours,

L. F. KIESEWETTER, Cashier,
Ohio National Bank.

A Roll of Honor

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1906 issue of Rowell's American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, also from publishers who for some reason failed to obtain a figure rating in the 1906 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1907 issue of the American Newspaper Directory. Circulation figures in the ROLL OF HONOR of the last named character are marked with an (*).

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

The full meaning of the Star Guarantee is set forth in Rowell's American Newspaper Directory in the catalogue description of each publication possessing it. No publisher who has any doubt that the absolute accuracy of his circulation statement would stand out bright and clear after the most searching investigation would ever for a moment consider the thought of securing and using the Guarantee Star.

ALABAMA.

Montgomery. Journal, dy. *Aver. 1905, 8,677.* The afternoon home newspaper of its city.

ARIZONA.

Phoenix. Republican. *Daily aver. 1905, 6,281.* *Leonard & Lewis, N. Y. Reps., Tribune Bldg.*

ARKANSAS.

Fort Smith. Times, dy. *Act. av. 1905, 2,781.* *Act. aver. for May, June and July, 1906, 4,227.*

CALIFORNIA.

Mountain View. Signs of the Times. *Actual weekly average for 1905, 22,580.*

San Francisco. Pacific Churchman, semi-mo.; Episcopalian. *Cir. 1905, 1,427; May, 1906, 1,700.*

San Francisco. Sunset Magazine, monthly; literary; 192 to 224 pages, \$3.80. *Average circulation ten months beginning December, 1905, 64,500.* Home Offices, Ferry Building.

COLORADO.

Denver. Clay's Review, weekly; Perry A. Clay, Actual aver. for 1904, 10,926, for 1905, 11,688.

Denver. Post. The trail of the mighty dollar leads from the West. Start it your way with a Want-ad in the Post. *Cir. dy. 1905, 174, Sp. 74, 884.*

The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

CONNECTICUT.

Meriden. Journal, evening. *Actual average for 1905, 7,587.*

Meriden. Morning Record and Republican. *Daily average for 1905, 7,578.*

New Haven. Evening Register, daily. *Actual av. for 1905, 15,711; Sunday, 11,811.*

Newark. Evening Hour. *Daily average guaranteed to exceed 2,100. Sworn circulation statement furnished.*

Newark. Bulletin, morning. *Average for 1905, 5,350; 1906, 5,920; now, 6,583.*

Waterbury. Republican, dy. *Aver. for 1905, 5,648.* *La Coste & Maxwell Spec. Agents, N. Y.*



DISTRICT OF COLUMBIA.

Washington. Evening Star, daily and Sunday. *Daily average for 1905, 33,559 (©©).*

GEORGIA.

Atlanta. Journal, dy. *Av. 1905, 46,028.* *Sunday, 47,998.* *Semi-weekly 56,781; May, 1906, daily, 52,517; Sun., 51,977; semi-wk., 74,281.*

Atlanta. News. *Daily aver. first six mos. 1906, 24,668.* *S. C. Book with Sp. Ag., N. Y. & Chi.*

Atlanta. The Southern Realist. *Sworn aver. first six mos. 1906, 62,966 copies monthly. Beginning Sept. 1st, '06, 60,000 guaranteed, semi-monthly.*

Augusta. Chronicle. *Only morning paper. 1905 average, 6,042.*

ILLINOIS.

Aurora. Daily Beacon. *Daily average for 1905, 4,580; first six months of 1906, 6,245.*

Carrie. Citizen. *Daily average first six months 1906, 1,529.*

Chicago. Baker's Helper, monthly. *(\$2.00) Baker's Helper Co. Average for 1905, 4,100 (©©).*

Chicago. Breeders' Gazette, weekly. *\$2.00. Average circulation 1905, to Dec. 31st, 66,605.*

Chicago. Dental Review, monthly. *Actual average for 1905, \$1,708.*

Chicago. Examiner. *Average for 1905, 144,000 copies daily; 90% of circulation in city; larger city circulation than any two other Chicago morning papers combined. Examined by Association of American Advertisers. Smith & Thompson, Representatives.*

Chicago. Farm Loans and City Bonds. *Leading investment paper of the United States.*

Chicago. Inland Printer. *Actual average circulation for 1905, 15,866 (©©).*

Chicago. Record-Herald. *Average 1904, daily 14,676; Sunday 199,400. Average 1905, daily 14,6,456. Sunday 204,559.*

The absolute correctness of the latest circulation rating accorded the Chicago Record-Herald is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Chicago. The Tribune has the largest two-cent circulation in the world, and the largest circulation of any morning newspaper in Chicago. The TRIBUNE is the only Chicago newspaper receiving (©©).

Chicago. The Tribune has the largest two-cent circulation in the world, and the largest circulation of any morning newspaper in Chicago. The TRIBUNE is the only Chicago newspaper receiving (©©).

PRINTERS' INK.

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Joliet. Herald evening and Sunday morning. *Average for year ending July 17, 1906, 6,266.*

INDIANA.

Indianapolis. Up-to-Date Farming. *1905 av., 159,250 semi-monthly; 75c, a line. Write us.*

Notre Dame. The Ave Maria, Catholic weekly. *Actual net average for 1905, 24,890.*

Princeton. Clarion-News, daily and weekly. *Daily average 1905, 1,447; weekly, 2,897.*

Richmond. The Evening Item, daily. *Sworn average net paid circulation for 1905, 4,074; nine months ending Sept. 30, 1906, 4,411; for Sept., 1906, 5,018.* Over 3,400 out of 4,800 Richmond homes are regular subscribers to the Evening Item.

South Bend. Tribune. *Sworn daily average, July, 1906, 7,888.* Absolutely best in South Bend.

IOWA.

Davenport. Catholic Messenger, weekly. *Actual average for 1905, 5,314.*

Davenport. Times. *Daily aver. Oct., 12,250.* Circulation in City or total guaranteed greater than any other paper or no pay for space.

Des Moines. Capital, daily. Lafayette Young, publisher. *Actual average sold 1905, 59,178.* Present circulation over 40,000. City and State circulation largest in Iowa. More local advertising in 1905 in 312 issues than any competitor in 365 issues. *The rate five cents a line.*

Des Moines. Register and Leader—daily and Sunday—carries more "Want" and local display advertising than any other Des Moines or Iowa paper. *Average circulation for May, dy, 29,434.*

Des Moines. The People's Popular Monthly. *Actual average for 1905, 182,175.*

Sioux City. Journal, daily. *Average for 1905 sworn, 24,961.* Average for first six months, 1906, 29,455.

Sioux City. Tribune, Evening. *Net sworn daily, average 1905, 24,287; July, 1906, 27,177.* The paper of largest paid circulation. Ninety per cent of Sioux City's reading public reads the Tribune. Only Iowa paper that has the Guaranteed Star.

KANSAS.

Pittsburg. Headlight, dy, and wy. *Actual average for 1905, daily 5,280, weekly 8,278.*

KENTUCKY.

Marion. Crittenden Record, weekly. *Actual average for year ending October, 1905, 1,822.*

Owensboro. Daily Inquirer. Larger circ. than any Owensboro daily. No charge unless true.

Owensboro. Daily Messenger. *Sworn average circulation for 1905, 2,471; June, 1906, 8,418.*

LOUISIANA.

New Orleans. Item, official journal of the city. *Av. cir. Jan., 1906, 24,615; for Feb., 1906, 25,418; for March, 1906, 26,069; for April, 1906, 26,090.* *Av. cir. Jan. 1 to June 30, 1906, 25,196.*

MAINE.

Augusta. Comfort, mo. W. H. Gannett, pub. *Actual average for 1905, 1,269,573.*

Augusta. Kennebec Journal, dy, and wy. *Average daily, 1905, 6,986; weekly, 2,090.*

Bangor. Commercial. *Average for 1905, daily 9,455; weekly 29,117.*

Dover. Piscataquis Observer. *Actual weekly average 1905, 2,019.*

Lewiston. Evening Journal, daily. *Aver. for 1905, 7,988 (© ©), weekly 17,448 (© ©).*

Phillips. Maine Woods and Woodsmen, weekly. *J. W. Brackett Co.* *Average for 1905, 8,077.*

Portland. Evening Express. *Average for 1905, daily 12,005.* *Sunday Telegram, 8,428.*

MARYLAND.

Annapolis. U. S. Naval Institute, Proceedings of; copies printed av. yr. end'g Sept. '05, 1,637.

PRINTERS' INK.

Baltimore. American, dy. *Av. first 6 mo. 1905, Sun., 85,142; dy, 67,714.* *No return privilege.*

Baltimore. News, daily. Evening News Publishing Company. *Average 1905, 60,678. For October, 1906, 70,130.*

 *The absolute correctness of the latest circulation rating according to the News is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.*

MASSACHUSETTS.

Boston. Christian Endeavor World. A leading religious weekly. *Actual average 1905, 99,491.*

Boston. Evening Transcript (© ©). *Boston's tea table paper.* Largest amount of week day adv.

Boston. Globe. *Average 1905, daily, 192,584; Sunday, 299,642.* *Largest Circulation Daily of any two cent paper in the United States. 100,000 more circulation than any other Sunday paper in New England.* Advertisements go in morning and afternoon editions for one price.

 *The absolute correctness of the latest circulation rating accorded the Boston Globe is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.*

Boston. Post. *Average for Sept., 1905, Boston Daily Post, 240,198; Boston Sunday Post, 214,618.* *Daily gain over Sept., 1905, 4,505; Sunday gain over Sept., 1905, 24,548.* *Flat rates. r. o. p., daily, 20 cents; Sunday, 35 cents. The Great Breakfast Table Paper of New England.*

Lynn. Evening News. *Actual average for year ending August 31, 1906, 7,164.*

Springfield. Current Events. *Alone guarantees results.* *Get proposition. Over 30,000.*

Springfield. Good Housekeeping, mo. *Average 1906, 209,587.* *No issue less than 225,000.* All advertisements guaranteed.

Worcester. L'Opinion Publique, daily (© ©). *Paid average for 1905, 4,253.*

MICHIGAN.

Adrian. Telegram. *Dy. av. last three months, 1905, 5,171.* *Payne & Young's Specials.*

Jackson. Citizen Press. *Average six months ending June 30, 1906, 6,353 daily.* *Largest in its field. Investigation invited.*

 **Jackson.** Morning Patriot. *Average September, 1906, 6,405 net paid; Sunday, 7,029 net paid; weekly (April), 2,816.* *Circulation verified by Am. Adv. Ass'n.*

Saginaw. Courier Herald, daily. *Sunday, Average 1905, 12,594; Oct., 1906, 14,888.*

Saginaw. Evening News, daily. *Average for 1905, 16,716; Oct., 1906, 20,878.*

Tecumseh. Semi-Weekly Herald. *Actual average for 1905, 1,275.*

MINNESOTA.

Minneapolis. Farmers' Tribune, twice a week. *W. J. Murphy, pub.* *Aver. for 1905, 46,428.*

Minneapolis. Farm, Stock and Home, semi-monthly. *Actual average 1905, 87,187; first eight months 1906, 100,561.*

 *The absolute accuracy of Farm, Stock & Home's circulation rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach section most profitably.*

Minneapolis. Journal, Daily and Sunday. In 1905 average daily circulation **67,588.** Daily average circulation for Oct., 1905, **76,641.** Aver. Sunday circulation, Oct., 1905, **71,101.**

The absolute accuracy of the Journal's circulation ratings is guaranteed by the American Newspaper Directory. It reaches a greater number of the purchasing classes and goes into more homes than any paper in its field. It brings results.

Minneapolis. School Education, mo. Cir. 1905, **9,850.** Leading educational journal in the N.W.

Minneapolis. Svenska Amerikanska Posten. Swan J. Turnblad, pub. 1905, **51,512.**

Minneapolis Tribune. W. J. Murphy, pub. Est. 1867. Oldest Minneapolis daily. The Sunday Tribune average per issue for the month of August, 1905, was **80,500.** The daily Tribune average per issue for the month of August, 1905, was **104,759.**

CIRCULATION The Evening Tribune is guaranteed to have a larger circulation than any other Minneapolis newspaper's evening edition. The carrier-delivery of the daily Tribune in Minneapolis is many thousands greater than that of any other newspaper. The city circulation alone exceeds 45,000 daily. The paper Direct Tribune is the recognized Want Ad paper of Minneapolis.

St. Paul. A. O. U. W. Guide. Average weekly circulation for 1905, **22,532.**

St. Paul. Dispatch. Average number sold for year 1905, **69,563 daily.**

St. Paul. The Farmer, s.-mo. Rate, 40c. per line, with discounts. Circulation for six months ending December, 1905, **92,625.**

St. Paul. Pioneer Press. Net average circulation for January—daily **35,302.** Sunday **32,487.**

The absolute accuracy of the Pioneer Press circulation statements is guaranteed by the American Newspaper Directory. Ninety per cent. of all news, five full descriptions is collected showing that readers take the paper because they want it. All matters pertaining to circulation are open to investigation.

Winona. Republican-Herald, oldest, largest and best newspaper in Minnesota outside the Twin Cities and Duluth. Increase in rates Dec. 1.

MISSOURI.

Kansas City. Western Monthly. Reaches practically all mail-order and general advertisers.

St. Joseph. News and Press. Circulation 1905, **35,158.** Smith & Thompson, East. Reps.

St. Louis. Courier of Medicine, monthly. Actual average for 1905, **9,925.**

St. Louis. Interstate Grocer has three times more circulation than three other Missouri grocery papers combined. Never less than **5,000.**

St. Louis. National Druggist, mo. Henry R. Strong, Editor and Publisher. Average for 1905, **8,041 (G).** Eastern office 59 Maiden Lane.

St. Louis. National Farmer and Stock Grower, monthly. Average for 1905, **106,625;** average for 1904, **104,750;** average for 1905, **105,541.**

MONTANA.

Missoula. Missoulian, every morning. Average six months ending June 30, 1905, daily **4,828.** Sunday **6,400.**

NEBRASKA.

Lincoln. Deutsch-Amerikan Farmer, weekly. Average 1905, **147,032.**

Lincoln. Freie Presse, weekly. Actual average for 1905, **150,784.**

Lincoln. Journal and News. Daily average 1905, **27,092.**

Omaha. Farm Magazine, monthly. Average circulation year ending January, 1905, **40,714.**

NEW HAMPSHIRE.

Nashua. Telegraph. The only daily in city. Daily average year ending July, 1905, **4,555.**

NEW JERSEY

Elizabeth. Journal. Av. 1905, **5,522;** 1905, **6,515;** 1st 6 mos. 1905, **7,176;** June, **7,277.**

Jersey City. Evening Journal. Average for 1905, **22,546.** First six months 1905, **22,065.**

Newark. Evening News. Evening News Pub. Co. Average for 1905, **60,102;** Oct. '05, **64,407.**

Plainfield. Daily Press. Average 1905, **2,874.** First 7 months, 1905, **2,963.** It's the leading paper.

Trenton. Times. Average 1904, **14,774;** 1905, **16,458;** April, **18,525.** Only evening paper.

NEW YORK.

Albany. Evening Journal. Daily average for 1905, **16,512.** It's the leading paper.

Buffalo. Courier, morn. Av. 1905, **Sunday 86,;** **7-14; daily 48,008;** Enquirer, even., **31,027.**

Buffalo. Evening News. Daily average 1904, **88,457;** 1905, **94,690.**

Catakill. Recorder. 1905 average, **5,811;** July, 1905, **8,940.** Best adv. medium in Hudson Valley.

Corning. Leader, evening. Average, **12,24,** 6,238; 1905, **6,595.** 1st 6 mos. 1905, **6,485.**

Glen Falls. Times. Est. 1878. Only evg'g paper. Average year ending March 1, 1905, **2,508.**

Le Roy. Gazette, est. 1836. Av. 1905, **2,287.** Largest evg. c'tr. Genesee, Orleans, Niagara Co.'s.

Mount Vernon. Argus, evening. Actual daily average 9 months ending October 1, 1905, **3,896.**

Newburgh. News, daily. Av. 1905, **5,160,** 3,000 more than all other Newburgh papers combined.

New York City.

Army & Navy Journal. Est. 1865. Actual weekly average for first 7 months, 1905, **9,626 (G).**

Automobile. Weekly. Average for year ending July 25, 1905, **14,615 (G).**

Baker's Review monthly. W. R. Gregory Co., publishers. Actual average for 1905, **5,008.**

Benzinger's Magazine, family monthly. Benzinger Brothers. Average for 1905, **44,166.** present circulation, **50,000.**

Clipper, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Av. for 1905, **26,228 (G).**

Jewish Morning Journal. Average for 1905, **54,668.** Only Jewish morning daily.

Music Trade Review, music trade and art weekly. Average for 1905, **5,341.**

Printers' Ink, a journal for advertisers, published every Wednesday. Established 1888. Actual weekly average for 1905, **11,001.** Actual weekly average for 1904, **14,918.** Actual weekly average for 1903, **15,090** copies.

The People's Home Journal. **54,511 monthly.** Good Literature, **44,667 monthly,** average circulation for 1905—all to paid-in-advance subscribers. F. M. Lupton, publisher.

The Tea and Coffee Trade Journal. Average circulation for year ending Sept., 1905, **6,451;** September, 1905, issue, **6,993.**

Theatre Magazine, monthly. Drama and music. Actual average for 1905, **53,088.**

The World. Actual aver. for 1905, **Morn., 505,** 490; **Evening, 571,706.** Sunday, **411,074.**

Rochester. Case and Comment, mo. Law Av. for year 1905, **30,000.** Guaranteed **20,000.**

Schenectady Gazette, daily. A. N. Licty. Actual average for 1904, **12,574;** 1905, **12,058.**

Syracuse. Post-Standard. Daily circulation **27,000** copies. The home newspaper of Syracuse and the best medium for legitimate advertisers.

Utica. National Electrical Contractor, mo. Average for 1905, **2,615.**

Utica. Press, daily. Otto A. Meyer, publisher. Average for 1905, **14,389.**

Knoxville. Sentinel. *Av. 1st 6 mos. '96.* **11,108.** Carries more advertising in six days than does contemporary in seven. Write for information.

Memphis. Commercial Appeal, daily, Sunday, weekly. *Average 1905, daily 28,915; Sunday 55,887; weekly, 80,585.* Smith & Thompson, Representatives N. Y. & Chicago.

Memphis. Times, Sunday. *Circulation year ending February, 1906, 2,110.*

Nashville. Banner, daily. *Aver. for year 1905, 8,772; for 1904, 26,762; for 1903, 30,227.*

TEXAS.

Beaumont. Texas, Enterprise. *Average 1905, 5,487; present output over 10,000 guaranteed.*

El Paso. Herald. *Av. '95, 5,011; June '96, 6,169.* Merchants' canvas showed HERALD in 80% of El Paso homes. Only El Paso paper eligible to Roll of Honor. J. P. Smart, 150 Nassau St., N. Y.

San Angelo. Standard, weekly. *Average for year ending May 2, 1906, 3,013 (2).*

VERMONT.

Burke. Times, daily. F. E. Langley. *Aver. 1905, 5,527; for last six months, 1906, 4,065.*

Burlington. Free Press. *Daily av. '95, 6,558; for Sept., 8,446.* Largest city and State circulation. Examined by Association of American Advertisers.

Burlington. News, daily, evening. *Actual daily average 1904, 6,018; '95, 6,886; December, 1905, 7,491.*

Montpelier. Argus. *Actual daily average 1905, 5,212.*

Rutland. Herald. *Average 1904, 5,527. Average 1905, 4,286.*

St. Albans. Messenger, daily. *Actual average for 1905, 5,051. Jan. 1906 to Sept., 1906, 5,518.*

VIRGINIA.

Danville. The Bee. *Av. 1905, 2,346. Sept., 1906, 2,374.* Largest cir'n. Only every paper.

Richmond. News Leader. *Scorn'dy, av. 1905, 29,543.* Largest in Virginias and Carolinas.

WASHINGTON.

Seattle. Post-Intelligencer (20). *Average for Oct., 1906—Week-day, 26,592; Sunday, 27,165.* Only m'ng'g paper in Seattle; only gold marked and guaranteed circulation in Washington. A FULL PAID circulation of exceptional merit and superior value.

Tacoma. Ledger. *Average first six months 1906, daily, 15,878; Sunday 21,111; w'y. 9,642.*

Tacoma. News. *Average first four months 1906, 16,212; Saturday, 17,657.*

WEST VIRGINIA.

Parkersburg. Sentinel, daily. R. E. Hornor, pub. *Average for 1905, 2,442.*

Ronceverte. W. Va. News, w'y. Wm. B. Blake & Son, pub. *Average first 7 months 1906, 2,152.*

WISCONSIN.

Janesville. Gazette, d'y and s.-w'y. *Circ'n—average 1905, daily 5,149; semi-weekly 3,059.*

Madison. State Journal, d'y. *Circulation average 1905, 2,482.* Only afternoon paper.

Milwaukee. Evening Wisconsin, d'y. *Av. 1905, 26,648; August, 1906, 28,158 (20).*

Milwaukee. The Journal, evg. *Average 1905, 40,517; Sept., 1906, 46,100.* The paid daily circulation of The Milwaukee Journal is double that of any other evening and more than is the paid circulation of any Milwaukee Sunday newspaper.

Oshkosh. Northwestern, daily. *Average for 1905, 7,658.* One year to Aug. 1, 1906, 7,904.

THE WISCONSIN AGRICULTURIST.

Racine, Wis. Est. 1877, w'y. *Actual aver. for 1905, 41,748.* First five months, 1906, 47,272. Has a larger circulation in Wisconsin than any other paper. Adv. \$2 an inch. N. Y. Office. Temple Court. W. C. Richardson, Mgr.

Sheboygan. Daily Journal. *Average 1905, 1,610.* Only paper with telegraphic service.

WYOMING.

Cheyenne. Tribune. *Actual daily average net for 1905, 4,511; first six months, 1906, 5,079.*

BRITISH COLUMBIA.

Vancouver. Province, daily. *Average for 1905, 8,687; Aug. 1906, 10,365.* H. DeClerque, U. S. Rep'r, Chicago and New York.

Victoria. Colonist, daily. Colonist P. & P. Co. *Aver. for 1904, 4,556 (2); for 1905, 4,802.* U. S. Rep'r, H. C. Fisher, New York.

MANITOBA, CAN.

Winnipeg. Free Press, daily and weekly. *Average for 1905, daily, 30,043; daily Oct., 1906, 35,158 w'y. av. for mo. of Oct., 22,580.*

Winnipeg. Telegram. *Daily average July, 21,249.* Flat rate, 4¢c. inch daily or weekly.

Winnipeg. Der Nordwesten, Canada's German Family and Agricultural Weekly. Reaches all the German-speaking population of 200,000 its exclusive field. *Aver. for the year end June, 1906, 15,817; aver. last six months, 15,896.*

NOVA SCOTIA, CAN.

Halifax. Herald (20) and Evening Mail. *Circulation, 1905, 12,558.* Flat rate.

ONTARIO, CAN.

Toronto. Canadian Implement and Vehicle Trade, monthly. *Average for 1905, 6,088.*

Toronto. The News. *Scorn'dy average daily circulation for six months ending June 30, 1906, 38,402.* Advertising rate 6¢c. per inch. Flat.

QUEBEC, CAN.

Montreal. La Presse. La Presse Pub. Co. Ltd., publishers. *Actual average 1905, daily, 80,259; 1906, 95,771; weekly, 48,267.*

Montreal. Star, d'y & w'y. Graham & Co. *Av. for 1904, d'y, 56,795; w'y, 125,240.* *Av. for 1905 d'y, 58,125; w'y, 126,207.*

(○○) GOLD MARK PAPERS (○○)

Out of a grand total of 23,461 publications listed in the 1906 issue of Rowell's American Newspaper Directory, one hundred and fourteen are distinguished from all the others by the so-called gold marks (○○).

WASHINGTON, D. C.
THE EVENING AND SUNDAY STAR (○○). Reaches 90% of the Washington homes.

GEORGIA.
ATLANTA CONSTITUTION. *Aver. 1906. Daily 88,590 (○○). Sunday 48,731. Wkly., 64,107,925.*

AUGUSTA CHRONICLE (○○). Only morning paper; 1906 average 6,000.

ILLINOIS.
GRAIN DEALERS' JOURNAL (○○). Chicago, prints more "gold" ads than all others in its line.

THE INLAND PRINTER, Chicago, (○○). Actual average circulation for 1906, 15,866.

BAKERS' HELPER (○○). Chicago, only "Gold Mark" baking journal. Oldest, largest, best known. Subscribers in every State and Territory.

TRIBUNE (○○). Only paper in Chicago receiving this mark, because TRIBUNE ads bring satisfactory results.

KENTUCKY.
LOUISVILLE COURIER-JOURNAL (○○). Best paper in city; read by best people.

MASSACHUSETTS.
BOSTON. Am. Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America (○○).

BOSTON EVENING TRANSRIPT (○○), established 1839. The only gold mark daily in Boston.

TEXTILE WORLD RECORD (○○). Boston, is quoted at home and abroad as the standard American textile journal.

WORCESTER L'OPINION PUBLIQUE (○○) is the leading French daily of New England.

MINNESOTA.
NORTHWESTERN MILLER (○○). Minneapolis, Minn.; \$3 per year. Covers milling and flour trade all over the world. The only "gold Mark" milling journal (○○).

NEW YORK.
NEW YORK TIMES (○○). Largest high-class circulation.

BROOKLYN EAGLE (○○) is THE advertising medium of Brooklyn.

THE POST EXPRESS (○○). Rochester, N. Y. Best advertising medium in this section.

ENGINEERING NEWS (○○). An acknowledged authority. *— Tribune, Lawrence, Kan.*

ARMY AND NAVY JOURNAL (○○). First in its class in circulation, influence and prestige.

THE CHURCHMAN (○○). Est. 1844; Saturday editions; Protestant-Episcopal. 47 Lafayette Place.

VOGUE (○○), the authority on fashions. Ten cents a copy; \$4 a year. 11-13-15 E. 24th St., N. Y.

ELECTRICAL REVIEW (○○) covers the field. Read and studied by thousands. Oldest, ablest electrical weekly.

HARDWARE DEALERS' MAGAZINE. *In 1906, average issue, 19,020 (○○).* D. T. MALLETT, Pub., 358 Broadway, N. Y.

STREET RAILWAY JOURNAL (○○). The standard authority the world over on street and interurban railroading. Average weekly circulation during 1906 was 8,160 copies.

NEW YORK HERALD (○○). Whoever mentions America's leading newspapers mentions the New York HERALD first.

CENTURY MAGAZINE (○○). There are a few people in every community who know more than all the others. These people read the CENTURY MAGAZINE.

NEW YORK TRIBUNE (○○), daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, whose readers represent intellect and purchasing power to a high-grade advertiser.

ELECTRICAL WORLD (○○). Established 1874. The great international weekly. Circulation audited, verified and certified by the Association of American Advertisers. Average weekly circulation first six months of 1906 was 18,865.

OHIO.
CINCINNATI ENQUIRER (○○). Great— influential—of world-wide fame. Best advertising medium in prosperous Middle West. Rates and information supplied by Beckwith, N. Y.—Chicago.

PENNSYLVANIA.
CARRIAGE MONTHLY (○○). Phila. Technical journal; 40 years, leading vehicle magazine.

THE PRESS (○○) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and the Gold Star and the Gold Marks—the three most desirable distinctions for any newspaper. *— Sworn daily average first six months 1906, 103,419; Sunday average 1906, 148,949.*

THE PITTSBURG DISPATCH (○○)

The newspaper that judicious advertisers always select first to cover the rich, productive, Pittsburg field. Only two-cent morning paper assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburg.

ROHDE ISLAND.
PROVIDENCE JOURNAL (○○), a conservative, enterprising newspaper without a single rival.

SOUTH CAROLINA.
THE STATE (○○). Columbia, S. C. Highest quality, largest circulation in South Carolina.

TENNESSEE.
THE TRADESMAN (○○). Chattanooga, Tennessee semi-monthly. The South's authoritative industrial trade journal.

VIRGINIA.
THE NORFOLK LANDMARK (○○) is the home paper of Norfolk, Va. That speaks volumes.

WASHINGTON.
THE POST INTELLIGENCER (○○). Only morning paper in Seattle. Oldest in State. A paper read and respected by all classes.

WISCONSIN.
THE MILWAUKEE EVENING WISCONSIN (○○), the only gold mark daily in Wisconsin. Less than one thousand of its readers take any other Milwaukee afternoon newspaper.

CANADA.
THE HALIFAX HERALD (○○) and the EVENING MAIL. Circulation 15,558, flat rate.

THE WANT-AD MEDIUMS

A Large Volume of Want Business is a Popular Vote for the
Newspaper in Which It Appears.

Advertisements under this heading are only desired from
papers of the requisite grade and class.

COLORADO.

THE Denver Post, Sunday edition, October 28, 1906, contained 5,971 different classified ads in a total of 130 7-10 columns. The Post is the Want medium of the Rocky Mountain region. The rate for Want advertising in the Post is 5c per line each insertion, seven words to the line.

CONNECTICUT.

MERIDEN, Conn., MORNING RECORD; old established family newspaper; covers field 60,000 high-class pop.; leading Want Ad paper. Classified rate, cent a word; 7 times, 5 cents a word. Agents Wanted, half a cent a word.

DISTRICT OF COLUMBIA.

THE EVENING and SUNDAY STAR, Washington, D. C. (G. O.), carries DOUBLE the number of WANT ADS of any other paper. Rate 1c. a word.

GEORGIA.

CLASSIFIED advertisements in the Press, of Savannah, Ga., cost one cent a word—three insertions for price of two—six insertions for price of three.

ILLINOIS.

THE Champaign News is the leading Want ad medium of Central Eastern Illinois.

THE TRIBUNE, publishes more classified advertising than any other Chicago newspaper.

"NEARLY everybody who reads the English language in, around or about Chicago, reads the DAILY NEWS," says the Post-office Review, and that's why the DAILY NEWS is Chicago's "want ad" directory.

INDIANA.

THE Indianapolis NEWS during the year 1905 printed 36,983 more classified advertisements than all other dailies of Indianapolis combined, printing a total of 296,911 separate paid Want ads during that time.

TERRE HAUTE TRIBUNE. Goes into 82 per cent of the homes of Terre Haute.

IOWA.

THE Des Moines REGISTER and LEADER; only morning paper; carries more "want" advertising than any other Iowa newspaper. One cent a word.

THE Des Moines CAPITAL guarantees the largest city and the largest total circulation in Iowa. The Want columns give spindid returns always. The rate is 1 cent a word; by the month \$1 per line. It is published six evenings a week; Saturday the big day.

KANSAS.

APPEAL TO REASON, Girard, Kan.; over 300,000 weekly guaranteed; 10 cents a word.

THE Topeka CAPITAL during past ten months printed 73,395 paid "Wants," 10,637 more than all other Topeka daily papers combined; 5c. line. Only Sunday paper. Largest circulation.

MAINE.

THE EVENING EXPRESS carries more Want ads than all other Portland dailies combined.

MARYLAND.

THE Baltimore NEWS carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

MASSACHUSETTS.

THE BOSTON EVENING TRANSCRIPT is the leading educational medium in New England. It prints more advertisements of schools and instructors than all other Boston dailies combined.



30 WORDS, 5 days, for 25 cents.
DAILY ENTERPRISE, Brockton, Mass., carries solid page Want ads. Circulation exceeds 10,000. Try this paper.

THE BOSTON GLOBE, daily and Sunday, for the first six months of 1906, printed a total of 22,269 classified ads. There were no trades, deals or discounts. There was a gain of 6,804 over the first six months of 1905, and was 96,385 more than any other Boston paper carried for first six months of 1906.

MINNESOTA.

THE MINNEAPOLIS TRIBUNE is the recognized Want ad medium of Minneapolis.

THE Minneapolis Daily and Sunday JOURNAL carries more classified advertising than any other Minneapolis newspaper. No free Wants and no Clairvoyant nor objectionable medical advertisements printed. Classified Wants printed in October, 156,072 lines. Individual advertisements, 24,332.

THE MINNEAPOLIS TRIBUNE is the oldest Minneapolis daily and has over 100,000 subscribers, which is 30,000 odd each day over and above any other Minneapolis daily. Its evening edition alone has a larger circulation in Minneapolis, by far, than any other evening paper in the city. It publishes over 80 columns of Want advertisements every week at full price (average of two pages a day); no free ads; price covers both morning and evening issues. Rate, 10 cents per line, daily or Sunday.

MISSOURI.

THE Joplin GLOBE carries more Want ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 1c.

THE Kansas City JOURNAL, Kansas City, Missouri. Circulation, 275,000, 205,000 among the best farmers, fruit growers and stockmen of Middle and Southwest; 70,000 among representative families of Kansas City and vicinity.

MONTANA.

THE Anaconda STANDARD is Montana's great "Want-Ad" medium; 1c. a word. Average circulation (1906), 11,144; Sunday, 13,888.

NEBRASKA.

LINCOLN JOURNAL AND NEWS. Daily average 1900, 27,000, guaranteed. Cent a word.

NEW JERSEY.

THE NEWARK EVENING NEWS is the recognized Want-ad Medium of New Jersey.

NEWARK, N. J., FREIE ZEITUNG (Daily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word; 8 cents per month.

NEW YORK.

THE EAGLE has no rivals in Brooklyn's classified business.

THE POST-EXPRESS is the best afternoon Want ad-medium in Rochester.

ALBANY EVENING JOURNAL, Eastern N. Y.'s best paper for Wants and classified ads.

DAILY ARGUS, Mount Vernon, N. Y. Greatest Want ad medium in Westchester County.

NEWBURGH DAILY NEWS, recognized leader in prosperous Hudson Valley. Circulation, 6,000.

BUFFALO NEWS with over 95,000 circulation, is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

THE TIMES-UNION, of Albany, New York. Better medium for wants and other classified matter than any other paper in Albany, and guarantees a circulation greater than all other daily papers in that city.

PRINTERS' INK, published weekly. The recognized and leading Want ad medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, advertising, half-tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 20 cents a line per issue; flat: six words to a line. Sample copies, ten cents.

WATERTOWN DAILY STANDARD. Guaranteed daily average 1906, 7,000. Cent a word.

OHIO.

YOUNGSTOWN VINDICATOR—Leading "Want" medium, 1c. per word. Largest circulation.

OKLAHOMA.

THE OKLAHOMAN, Okla. City, 13,582. Publishes more Wants than any four Okla. competitors.

OREGON.

PORTLAND JOURNAL, Daily and Sunday, leads in "Want ads," as well as in circulation. Portland and in Oregon. One cent a word. Proven circulation August, 1906, 25,332.

PENNSYLVANIA.
THE Chester, Pa., **TISSUE** carries from two to five times more classified ads than any other paper. Greatest circulation.

Why Don't You Put It In
The Philadelphia "Bulletin?"

Want Ads in **THE BULLETIN** bring prompt returns, because "in Philadelphia nearly everybody reads **THE BULLETIN**."

Net paid average circulation for October, 1906:

226,833 copies per day.

(See Roll of Honor column.)

RHODE ISLAND.

THE EVENING BULLETIN—For the largest circulation and the best Want medium in R. I.

SOUTH CAROLINA.

THE NEWS AND COURIER (©©), Charleston, S. C. Great Southern Want ad medium; 1c. a word; minimum rate, 25c.

THE Columbia STATE (©©) carries more Want ads than any other South Carolina newspaper.

CANADA.

THE DAILY TELEGRAPH, St. John, N. B., is the want ad medium of the maritime provinces. Largest circulation and most up-to-date paper of Eastern Canada. Want ads one cent a word. Minimum charge 25 cents.

LA PRESSE, Montreal. Largest daily circulation in Canada without exception. (Daily 65,825, Saturdays 113,892—sworn to.) Carries more want ads than any French newspaper in the world.

THE Montreal DAILY STAR carries more Want advertisements than all other Montreal dailies combined. The FAMILY HERALD AND WEEKLY STAR carried more Want advertisements than any other weekly paper in Canada.

THE Winnipeg FREE PRESS carries more "Want" advertisements than any other daily paper in Canada and more advertisements of this nature than are contained in all the other daily papers published in Western Canada combined. Moreover, the Free Press carries a larger volume of general advertising than any other daily paper in the Dominion.

PUSH SELLS GOODS, NOT CULTURE.

Commenting on our trade relations with South America, the *World's Work* calls attention to "a fact that many of our academic writers on trade forget," namely, that "the further advanced a people are in their needs and tastes and wealth, the better buyers they are of American products." If this be true, it would appear that the Cubans and the Canadians, to whom our annual sales are respectively about \$28 and \$24 per capita, are richer and further advanced in civilization than are the English and the Germans, to whom we sell, respectively, about \$14 and \$4 per capita. On a basis of sales, irrespective of population, such a rule would put Argentina ahead of Spain and Denmark, Ecuador ahead of Portugal, and Hayti ahead of Switzerland.

We are unable to agree with our contemporary either in this proposition or in its statement that "there are not yet enough people in South America who buy foreign wares to compel us to give special attention to their market so long as we find much larger and more profitable markets in Europe." To the 400,000,000 people of Europe we sell about \$1,200,000,000 worth of goods a year. At least three-quarters of this consists of food-stuffs and raw materials, which are bought not because the buyers are rich or cultivated, but because they need food and raw cotton and copper and the other articles on the list, and can either obtain them from no other source or can purchase to better advantage in our market than in any other. Our sales to the 40,000,000 or so of people in South America will this year approximate \$75,000,000. The total of their imports will probably fall not far short of \$600,000,000. Whether we get a larger share of that trade next year and in the years to come will depend not upon the standard of South American culture, but upon the commercial intelligence and activity of our own people.—*New York Sun*.

A LITTLE ASSOCIATE ADVERTISING NEEDED.

The National Confectioners' Association would be justified in making a vigorous protest against newspaper misrepresentation in some recent instances of alleged "candy poisoning." Investigation of these cases by Dr. Lederle, an expert, showed that the eight Brooklyn children reported poisoned by candy were probably the victims of impure milk, while the case of a child said to have died from the effects of coloring matter in candy was diagnosed as one of pickle-poisoning. The association makes a standing offer of one hundred dollars' reward for evidence that will convict any person of the adulteration of candy with poisonous or injurious substances; yet it is perhaps too much to hope that its prompt running down of reports of such offense will lead the sensational and hysterical press to abandon its scare-heads of "candy poisoning."—*Leslie's Weekly*.

SPECIAL ISSUE of PRINTERS' INK

In addition to the regular mailing list, PRINTERS' INK for the above date will be sent to a

Selected List of General Advertisers

between 7,500 and 8,000 in number. The primary purpose of sending these copies is to increase the number of subscribers for the paper. The fund of practical information which PRINTERS' INK annually contains would assuredly be of value to every man in this country who is conducting a campaign of general advertising, and the publishers desire to secure all such persons as permanent readers.

If you are a publisher of a newspaper or magazine of character, one that can present attractive facts for an advertiser, you can find no more effective and economical medium than PRINTERS' INK and especially the forthcoming special issue.

This assertion also holds true for anyone else who makes or deals in anything which

**For space in this issue
address at once**

PRINTERS' INK

PRINTERS' INK

November 28, 1906

large and small advertisers use. Adwriters, makers of novelty and office supplies, printers and engravers, can use this edition to bring their announcements before a responsive and responsible audience.

*Press-Day for this edition,
November 21, 1906.*

There will be no advance in the advertising rates, which are as follows:

CLASSIFIED ADVERTISING : 20 cents a line. DISPLAY ADVERTISING : \$40 a page ; \$20 a half-page ; \$10 a quarter-page ; \$3 an inch. If a SPECIFIED POSITION, selected by the advertiser, is allowed, double price is charged for the space used.

Five per cent discount is allowed from these prices if payment accompanies the order and copy.

PRINTERS' INK 10 SPRUCE STREET
NEW YORK CITY

PRINTERS' INK

A JOURNAL FOR ADVERTISERS.

THE PRINTERS' INK PUBLISHING COMPANY, Publishers.

15 Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months. On receipt of one dollar four paid subscription is sent in at one time, will be put down for one year each and a larger number at the same rate. Five cents a copy. Three dollars a hundred. Being printed from stereotype plates, it is always possible to supply back numbers, if wanted in lots of 500 or more, but in all such cases the charge will be five dollars a hundred.

ADVERTISING RATES

Advertisements—20 cents a line, pearl measure. 15 lines to the inch (\$3); 200 lines to the page (\$40). For specified position selected by the advertisers, if granted, double price is demanded.

One line—20 cents a copy. If copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year, may be discontinued at the pleasure of the advertiser, and space used paid for *pro rata*.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

All advertisements must be handed in one week in advance.

OFFICE: NO. 10 SPRUCE ST.
Telephone 4779 Beekman.

London Agent, F. W. Sears, 50-52 Ludgate Hill, E.C.

New York, Nov. 14, 1906.

TALK in print as you would address a prospective customer in your store.

IF they are put up in distinctive packages—and advertised—a demand may be created for the most ordinary and commonplace articles.

A SMALL boy with a big drum can make more noise than a skilled musician with a violin, but he isn't likely to attract nearly as much intelligent attention.

IN these days of simplified spelling, why do advertisers use the word "preventative" when there is no such word? The third syllable in it is an interloper.

TO DETERMINE whether or not an advertising rate is low, it must be compared with the circulation offered. If the number of copies printed is withheld by the publisher, the advertiser is buying a "pig in a poke."

THE advertisement that does not say anything cannot be expected to bring returns.

NEVER appropriate another man's idea without thinking the matter over for twenty-four hours. If nothing better occurs to you it is probable that heaven meant to compensate for your lack of originality by giving you the ability to recognize a good thing when you see it.

FARMERS are learning that it is more profitable to cultivate a small field thoroughly than to scratch the surface of a big one here and there. When business men learn to apply the principle of intensive farming to their advertising there will be fewer failures, and more fat contracts for the solicitor.

Newspaper Gives a Party To commemorate the 21st anniversary of its present management, on November 1st, the Minneapolis *Journal* gave a theater party to 2,700 guests. For twenty-one years Lucian Swift has been manager of the *Journal*, and J. S. McLain editor.

At the close of the theatrical performance newsboys passed down the aisles with a "special extra" of the *Journal* prepared especially for the occasion.

In showing the comparison of the *Journal* of 1885 with the *Journal* of 1906 the following table form was printed in the Souvenir Programme which shows the wonderful growth of the *Journal* in twenty-one years:

	1885.	1906.
Daily circulation.....	10,000	78,000
Press capacity (eight-page papers per hour).....	12,000	192,000
Number of eight-page presses.....	1	16
Number of pages (daily except Sunday).....	4	14 to 32
Tons of paper used monthly.....	8	400
Number of employees on weekly pay-roll.....	50	350
Number of carriers.....	61	200
Number of newsboys....	200	600
Number of news correspondents.....	50	600
Daily wire news service (number of words).....	6,000	40,000
Columns of advertising per month.....	429	2,000

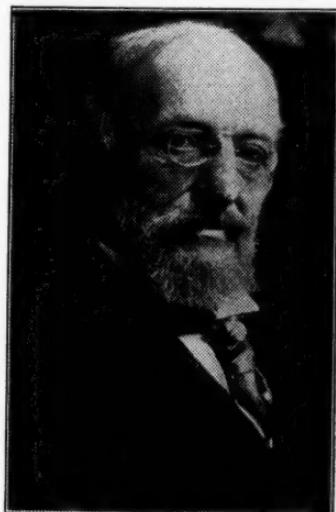
JOHN H. WOODBURY, of dermatological fame, has formed the Woodbury & McGrath Toilet Soap Co., of which he is president, and is about to begin an extensive advertising campaign in newspapers, it is said, for Woodbury's Olive Oil Soap, a new preparation. The business will be placed by Samuel R. Honey, 105 Hudson street, New York.

AN established patent medicine trademark that brings in a net profit of \$8,000 a year is worth \$100,000 of any investor's good money; but, mind you, it must be established, well distributed and have a record of years to exhibit. Without advertising the sales will grow smaller as the generation dies that knew its introduction, but they never absolutely cease.

"AN appropriate epitaph to put on his tombstone would be: He was good to his employees," said a man who was long employed on the Boston *Globe*, and went away from it on an evil day. "Are you speaking of the General, or the Colonel?" he was asked. "The General is all right," responded the speaker; "he is a busy man but finds time for many a kindly act and wise word of advice, but it was young Charley Taylor that I had in mind. He's a good man to work for: and he's a perfect encyclopedia! He reads everything and remembers all he reads, and has it at his tongue's end. He's wonderful!"

A Merchant in Cabinet. The new Secretary of Commerce and Labor appointed by President Roosevelt is perhaps the first typical merchant who has been called into the President's official family since John Wanamaker was Postmaster-General. Oscar S. Straus is a department store owner, he and his brother, Nathan Straus, composing the present firm of R. H. Macy & Co., New York, holding interests in the Brooklyn depart-

ment store of Abraham & Straus, and also owning the firm of L. Straus & Co., which manufactures glass and chinaware in this and foreign countries. Mr. Straus is fifty-six, and was born in Bavaria, coming to this country when a boy. He and his brother made their first success in Atlanta, and entered New York retailing by the unique departure of setting up an independent department in the old Macy business. Ultimately they acquired it in its entirety. For nearly twenty years Mr. Straus has been active in politics and philanthropy. He went as Minister to Turkey in



1887 under President Cleveland, and when President McKinley came to the executive office he reappointed him. President Roosevelt appointed him a member of the Hague Peace Tribunal, an honor he still holds. As a philanthropist he has done much to improve the condition of Jewish emigrants to this country, revised school laws, created reforms in the care of the insane, and led a movement for the education of deaf mutes. He is the first man of Hebrew extraction to sit in the Cabinet. In early life he graduated from the Columbia Law School and practiced as an attorney several years.

R. B. WALTHALL, of the Walthall Printing Company, Richmond, Va., publishers of the *Southern Tobacconist and Modern Farmer*, writes PRINTERS' INK that his paper has added 1,000 new subscribers during the past month. The paper is occupying new offices in the American National Bank Building. Harry Stone, of Boston, has been engaged to manage foreign business.

THE Freie Presse, the great German paper of Lincoln, Nebraska, has issued a pamphlet containing publishers' announcements of the paper, which will be sent to friends of subscribers to pave the way for sample copies. The *Freie Presse* has no subscription solicitors, but makes the paper so interesting that it is said an unbiased perusal usually means securing a new subscriber.

The Printing Art. There is published by the University Press at Cambridge, Massachusetts, a monthly called *The Printing Art*, devoted to printing and the allied arts. The magazine is based upon the idea of showing actual examples of what is best in commercial and book printing, and also exceptionally fine examples of color work. The articles upon various phases of art in printing are always authoritative and instructive.

The Printing Art was established less than four years ago, and has been successful from the first. The exhibits and reference material have been of representative character, and, besides this, the great advance in the printing industry helped the publication to a secure footing. Among the great industries of the country recent federal statistics show that printing and publishing now rank seventh, and that the percentage of gain during the last five years (forty-two per cent) is greater than in any other industry.

Any advertiser who is interested in printing of the better sort cannot fail to derive important assistance from *The Printing Art*.

Billposters Win. A suit that has interesting side issues was lately decided by a jury in the United States Circuit Court, New York, in favor of the Associated Billposters and Distributors of the United States and Canada. Samuel W. Hoke, a manufacturer of signs, brought an action for \$60,000 damages, alleging that the association is unlawfully restraining trade in interstate commerce, and that he was wrongfully suspended from it and suffered material loss. Evidence supporting this charge was weak, and a quick verdict in favor of the organization resulted, the judge finding that its business is lawful, and not in violation of the anti-trust laws of the United States. Motion for a new trial was denied. In 1902, according to the *Billposter and Distributor*, Mr. Hoke went into bankruptcy, owing members of the association \$9,000, which was never accounted for. His suspension and the suit followed.

Covers the Field. *The Automobile*, which is published weekly at the Flatiron Building, New York, claims a position as the most responsible journal in the auto field, with the largest staff, the most branch offices and the best equipment. Its circulation for the year ending July 28 was 14,615 copies per week, according to a statement made to the Roll of Honor, and this far exceeds the known circulation of any other automobile journal. Of the issue of November 1, an edition of 15,500 copies were printed according to the regular statement published every week on the editorial page. *The Automobile* also claims to carry more advertising than any other similar publication going to the motoring public—purchasers and users of autos. Its record for the four issues of October is as follows:

	Cols.	Agate Lines.
October 4.....	222	30,492
" 11.....	222	30,484
" 18.....	201	27,612
" 25.....	216	29,666
Total.....		118,254

THE G. H. Haulenbeck Agency, New York, is putting out large copy for Gibson whiskey.

E. F. OLMFSTED, who was formerly advertising manager of the Shredded Wheat products, and later withdrew to become an agent, has left the Macdonald-Olmsted Advertising Company, of Buffalo, and opened a new agency at Pearl and Church streets, that city. G. F. Simpson is associated with him.

Woman's Daily. The first issue of E. G. Lewis's *Woman's National Daily* has appeared, dated November 1. It is a handsome little sheet of tabloid form, four columns, eight pages, seventeen by eleven inches. The Lewis Publishing Co. states that more than 200,000 subscribers are already on the rolls, and an edition exceeding 250,000 was printed for the first number. The news of the day is condensed into very brief items, there is a short story and some magazine matter, and the last pages are given up to feminine and household information. Little advertising is carried yet, but a classified department is to be opened at once, for which the rate will be seven cents a word.

THE idea of a book entitled "Trust Companies of the United States," sent out by the United States Mortgage & Trust Company, New York, is evidently to bring this company before banks and trust companies elsewhere, with a view to establishing correspondence relations. The volume, handsomely bound, contains over 300 pages, and lists every company in the country, giving officers and directors in full, with complete schedules of assets and liabilities. The information is very compact, and the companies are indexed by States and corporate names. Symbols indicate those belonging to the American Bankers' Association, those having safe deposit vaults, and those with savings departments. The matter was compiled by the Audit Company of New York.



According to a printed statement recently issued by another magazine *THE METROPOLITAN MAGAZINE* is *one of seven* publications only which showed a gain in advertising patronage for the five months ending October, '06.

SEARS, ROEBUCK & Co., the great Chicago mail-order house, now have 8,500 employees at their plant in Chicago, and have, probably, 10,000 to 12,000 more in their factories scattered about the country.

THE courts have decided, in a suit brought against *Collier's* by the W. T. Hanson Company, of Schenectady, N. Y., that the formula of Williams' Pink Pills, made by this company, does not enter into an action for libel. The suit grew out of *Collier's* patent medicine articles, and the defendant moved that the plaintiff be required to produce the formula of its pills and to supply a bill of particulars of the damage resulting from the alleged libel. The court holds in regard to the formula that the ingredients of the pink pills are not an issue in the case, and that no plea was made by the defendant that substances of an injurious character are used.

GEORGE B. VAN CLEVE, New York, is placing advertising for the *Burr McIntosh Monthly*.

J. W. THOMPSON, New York, is placing a 375 line advertisement for the *Popular Magazine* in dailies.

THE H. B. TURNER COMPANY is placing semi-weekly 100 lines in book advertising through Wood, Putnam & Wood, Boston.

FRANK P. SHUMWAY, Boston, is placing a twenty line advertisement daily, twenty-six times, for the Hamilton Hotel, Bermuda.

THE Fitzgerald-Schwartz Advertising and Photographic Service is the name of a new partnership at 24 East 21st street, New York.

THEODORE P. ROBERTS of Chicago had his first experience in an advertising agency when he entered the employment of Geo. P. Rowell & Co. in the old New York Times Building, November 1, 1868.

Following Several months ago Allan For-
Forman. man's *Journalist* was changed from a weekly to a monthly publication. Now *Newspaperdom* makes announcement that it has deserted the weekly field and has become a semi-monthly. "The reason for the change seems sufficient to us," state the publishers.

THE plans of the Alabama Press Association for a central advertising office are now maturing, and about \$3,500 has been subscribed toward the project, \$6,000 being needed. Papers throughout the State will offer equitable rates. The following committee has the movement in charge:

R. E. L. Niel, *Selma Journal*; W. T. Wear, *Opelika News*; J. B. Stanley, *Greenville Advocate*; C. H. Greer, *Marion Standard*; O. H. Stevenson, *Roanoke Leader*.

L. E. ASHER, the general manager of the Sears, Roebuck & Co. forty million dollar corporation is only twenty-eight years old.

Obesity Pill Barred. Postoffice inspectors have stopped the business of the Society of Associated Physicians, at 114 West 32d street, New York. This concern was conducted by J. A. Knox, who advertised an obesity pill, claiming that, at \$2 a box, it possessed extraordinary merit in reducing flesh, and was far superior to other remedies and treatment for obesity. Dr. Wiley analyzed the pill and found it would not do the work advertised. A fraud order followed.

Publishers Meet. The seventeenth annual dinner of the American Trade

Press Association was eaten at the Hardware Club, New York, November 2. John A. Hill, publisher of *Power* and the *American Machinist*, the retiring president, made an address in which he urged that trade papers be put on a higher plane by their owners. Charles T. Root, publisher of the *Dry Goods Economist* and the Chairman of the Committee of Federation of Trade Press Associations in the United States, informed the meeting of the appearance of his committee before the Congressional commission of inquiry into second-class mail rates. Papers were read by Col. G. W. Jones of the *Paper Trade Journal* "On the Relation of Class Journals to the Postal Laws" and by J. C. Oswald of the *American Printer* on "The Typographical Appearance of the Trade Paper." These officers were elected: President—F. E. Saward, *Coal Trade Journal*; vice-presidents—E. C. Brown, *Progressive Age*; Franklin Webster, *Insurance Press*; W. H. Boardman, *Railroad Gazette*; secretary and treasurer—L. J. Montgomery; directors—John A. Hill, James H. McGraw, J. D. Crary, and James M. Wakeman.

CHICAGO has a new daily, Socialistic in politics, published by Joseph Medill Patterson, son of the editor of the Chicago *Tribune*. It is called the *Socialist*, and is now being issued experimentally on a co-operative plan by which 4,000 Socialists furnish news.

Advertising
Concrete.

Another commendable concrete construction book is the 114-page catalogue from the Miracle Pressed Stone Co., Minneapolis. It not only lists machines for making concrete building blocks, with all tools required, but enters fully into many details of concrete construction and engineering, giving ample illustrations and numerous testimonials, newspaper excerpts, etc., demonstrating how concrete blocks stand up under fire, frost and other destructive forces. A little monthly periodical called *Cementology*, for the same purpose, is published by the Whitehall Portland Cement Co., Philadelphia, Atlanta and Boston. In each issue, circulation 10,000, some vital principle of concrete work is covered with formula.

Advertising
Convention.

A meeting of federated advertising clubs throughout the country was recently held in St. Louis, and the title Advertising Clubs of America adopted. Another meeting will be held next year in Cincinnati. The following officers and directors were elected:

President, W. N. Aubuchon, St. Louis. First vice-president, Clarence E. Runey, Cincinnati; second vice-president, George French, New York City; third vice-president, Col. H. H. Moore, Louisville; secretary, J. O. Young, Kansas City; treasurer, J. Ellsworth Gross, Chicago; chairman executive committee, Hugh N. Montgomery, Chicago.

Directors: Stephen W. Bolles, St. Louis; Enos Spencer, Louisville; W. H. Garvel, Baltimore; Edward Flicker, Cincinnati; W. O. Horn, Springfield; Charles Spotts, Kansas City; J. E. Halstead, New York City; M. B. Dillon, Minneapolis; W. E. Anderson, St. Paul; F. J. Shenk, Keokuk; W. G. Ewald, Detroit; W. G. Greenburg, Chicago; M. M. Taylor, Milwaukee; Charles Sachs, Kansas City.

C. H. TOUZALIN has just celebrated the twentieth anniversary of his connection with the Lord & Thomas agency, Chicago.

ABOUT FOOL ADS.

NEW YORK, Nov. 8, 1906.

Editor of PRINTERS' INK:

In my copy of PRINTERS' INK, received to-day, a full page was devoted to the subject of "Fool Arguments" in advertising, and it closed with the statement that the fool advertising argument is usually produced by a man who is not sure that he has anything to say. May it not be possible that PRINTERS' INK is wrong. The writer often notices what appear to him to be foolish methods, and afterwards comes to wonder whether he may not be the one in error after all. He read such glowing announcements of the fine work done by the Wallach Laundry that, although he thought they promised too much, he caused his family wash to be sent there; and when it came home fuller of bluing and holes than had ever happened in any former experience, he was at first inclined to blame the advertisements. Still he has to admit that they really did send business to the laundry. If they send enough there will be no need of repeat orders.

For years the New York clothing house of William Vogel has used a picture in which an arrow points out what to the writer appears to be an exceptionally objectionable style of cut for the shoulder part of a coat, but is it not possible that the generation of to-day is guided by those arrows? Who shall say? Then in the Brownings, King & Co.'s announcements, in which he has seen running for months and years what to him appear to be peculiarly idiotic alleged quotations from Beau Brummell, who everybody knows was an ass. These seem to be fool arguments, but may be they are just as effective as the scarcely more serious announcements of Rogers, Peet & Co. that have filled the cash drawers of that house to repletion and revolutionized the announcements of the clothing trade throughout the country.

There was once an advertising card in the cars of the Elevated Railroad which began with the word "Methinks" and developed into an encomium of Shrewsbury Tomato Ketchup. The writer was so disgusted with that introductory "Methinks" that he several times directed the attention of others to it; but he has himself never forgotten the Shrewsbury Ketchup, or gotten over the idea that the makers of it think it a good Ketchup.

Wordsworth had a line from which the writer has often extracted comfort when he has accomplished some unusually idiotic act. It reads, "He is oft the wisest man who is not wise at all." Let us have patience with the fool arguments in advertising and think whether the fool part of the announcement was not the only one that gained for it a careful reading.

I am, my dear Little Schoolmaster,
AN IDLE OBSERVER.

THE PUBLICITY OF THE BOOK TRADE.

BOOK ADVERTISING IN NEWSPAPERS
MORE IMPORTANT THAN IN
MAGAZINES—CENTERS IN THREE
LARGE CITIES—BOOM TIMES OF
1893 TO 1902, FOLLOWED BY DE-
CLINE OF ADVERTISING OF BOOKS.

The publicity given to books is like the post-graduate course given to college men at Johns Hopkins University. The real value is in the book and in the student. Sometimes from inherent weaknesses they are not worth rearing, and fall down despite all the scaffolding of education and advertising. In the case of books, the good ones go on to success without advertisement, and the weak and foolish ones fail despite of it. In recent years, say ten, book advertising has known some curious although natural changes. It has had them before in lesser degree, but practically the same in character. When J. T. Trowbridge wrote "Cudjo's Cave" in the period of the Civil War, that book received a great deal of advertisement, the idea being that it was possibly a second "Uncle Tom's Cabin." It did not make good, at least not as hoped for, and the book trade fell back after this spurt upon the reviews, which was gift-advertising in so far as it advertised at all, and upon the weekly secular and religious press.

The magazine book advertisement, although considerable in volume, then as now, may be left out of consideration altogether, because, with few exceptions no magazines are paid for it. It is a trade and exchange business upon whose general character PRINTERS' INK has often had occasion to comment. About fifteen years ago the advertising of books took a boom and continued to increase in volume and widen its field until 1902, when it was at its maximum. Since that it has fallen off, the total decrease of agate line advertising in the daily press having known a diminution within four years approximating twenty-

five per cent. The largest year's business for the daily newspaper press in New York was 1902, and prior to that period the *Evening Post* carried more than all the rest of the papers combined. Since then the *Times*, chiefly through its especial weekly supplement, has taken first place, and with more advertising than the next two in order, the *New York Sun* and the *Evening Post*, put together.

The reason for this is that book buyers read either the *Times* or the *Sun*, and the *Post's* readers, who are also book buyers, for the most part read one or the other of the morning papers as well, so that the publishers are able to concentrate their publicity in two daily papers at the loss to all the rest. The *Sun* and *Times* have gained, the others have lost ground and the whole body of advertising has been reduced in New York City, in four years, by twenty-five per cent. It is not regarded as a competition of daily papers on equal terms. The *Times* made a special appeal to the book publishing trade, blending the qualities of a weekly literary journal with the advantages of a daily circulation. The *Sun*, having an accorded literary standing as a daily paper, and following its rule to print nothing but what is interesting, made its book reviews entertaining, frequently at the cost of fairness as a critic, but never allowed them to be dull. This comment does not apply to the able and scholarly articles written on books in the Sunday edition of the *Sun* by M. P. Hazeltine, whose work is not only fair but brilliant. But the *Sun* is perhaps the only paper that holds its advertising clientele of book publishers by the independence and quality of its notices. The *Times* is more of a literary exchange where the trade and the critics meet on terms of amity, but where the critic must make room on the front seats for the representatives of the trade interests.

Such is the condition of the ad-

vertising trade in books in the metropolis to-day. The *Times* and *Sun* are increasing, the others losing—and the same general fact applies to other cities. That is, a lessening few get an increased business and an increasing number getting none at all. There are now held in general by the trade view but three book centers, Boston, New York and Chicago, and in these the same principle of concentration has been carried into effect. In Boston, the *Evening Transcript*, aided by the *Herald* carries the business—in Chicago the *Evening Post*, helped by the *Record-Herald* carries it. Philadelphia is practically cut out altogether. Within a few weeks two of the most important publishing houses in New York abandoned publicity in the Quaker City entirely. The reason given is that they do not know where to place it. The *Ledger*, the *North American* and the daily *Evening Telegraph* pretty fairly share what there is. The *Ledger* because it is an intensely respectable sheet, the *North American* because it is owned by John Wanamaker, whose department stores handle many books, and the *Telegraph* because it had some prestige as a literary daily paper. Some years ago when Robert Shelton MacKenzie was the literary critic of Philadelphia and was attached to the *Press*, that paper enjoyed a leading position in this respect. But these are purely local reasons. The cause of the falling off of general book advertisement is more fundamental than that in its general aspects. When a publisher has floated one successful book he has to begin all over again with the next one. There is no cumulative advantage in the success of even several books. There is no permanent obligation for a purchaser to keep on buying books, as in the matter of hats or clothing. When one book has had its run he must start all over again to create another body of custom for a new book, having in some cases a little advantage of reputation for frequent successes,

but too rarely to be considered as a factor in the general result. He therefore seeks his customers where they are massed in large communities, certain that if his book sells there it will in due course find its way to lesser communities, trusting the bookseller to effect that result. The papers printed in Detroit, Cleveland, St. Paul and cities of that size, cannot be brought to see this, and earnestly protest against any such conclusions.

During the period of the boom in book advertisement, from 1893 to 1901 or 1902, they almost succeeded in convincing a few publishers that their influence was worth considering. But the conditions were peculiar. The public fancy had been caught by the big seller. Books like "David Harum," "Richard Carvel," "Janice Meredith," "The Gentleman from Indiana," "Alice of Old Vincennes," and others like them possessing real merit, opened the way for the sale of a lot of literary rubbish which the publishers were not loth to sell. They exploited any kind of wretched literature, with the assertion that it was at least a competitor for the place of biggest seller, and so inflamed the popular imagination that the boom continued until it exhausted itself, by disgusting book readers altogether. In this campaign the Bobbs-Merrill Company, of Indianapolis, easily led the way. Other publishing houses adopted it more guardedly, but gradually abandoned it, leaving the Indianapolis firm the sole occupant of the field in which it had been the pioneer. It still adheres to its ideas, and finds its account in them by gathering a class of readers which appreciate books like "Blindfolded." In this publicity which is now current, it quotes the authority of vaudeville performers and comic opera singers, whose opinions could by no means be of value, but who proudly assert that they missed their cues because they were so enthralled with the literary mystery of "Blindfolded." Such adver-

tisements as these necessarily seek their mediums among that portion of the daily press whose readers are not literary. The Bobbs-Merrill Company is the one house of considerable importance which can do such things, perhaps, because it is a stiff ten per cent royalty firm. Of course it is not necessary to say that it has no Margaret Deland, nor Marie Wilkins, nor Hamilton Mabies, nor people of the first rank on their writing staff. Exaggeration ran wild in this period of the boom. Figures of sale were declared that were not only preposterous but wildly ridiculous. As a case in point, while the papers were telling of a sale of a book having reached 120,000, the author showed the writer his bi-annual statement; 8,000 books had been sold, 12,000 had been printed. The author's royalties had not reached \$100 and never did. The last edition was sold out at cost, but the author was never able to learn what that was.

In the development of book advertisement the custom originally was to use just enough to encourage the book notices. It was generally believed that these critical opinions had value as shaping opinion. While Shelton Mackenzie, Richard Grant White and Lawrence Hutton wrote reviews they did this. But in recent times neither reviews nor book notices are taken much count of. When a man like C. K. Chesterton writes what he thinks of Dickens, and with a pen so trenchant and keen that the blaze of the genius of the reviewer dulls that of the reviewed, as Macaulay darkened his subject by his own great light, the interest awakened has no commercial quality. Publishers wonder what he does it for, when if he would write about new books he might help their sale amazingly. But the average book notice is not generally cared for. The subject of books has ceased to be news, and the critical opinion of a multitude of book tasters has lost its value because it is so

much at variance, or is written avowedly with a desire to please the advertiser. Therefore, they have nearly ceased to quote critical opinions—they depend rather upon their own assertions in the argumentative view. Certain houses still cling to this form, but the decadence of the custom indicates how the critics are commonly regarded. In few lines of trade is the dominance of commercialism more definite than in books. No good notices, no books and no advertisements is the rule of the trade, and, although they are careless about notices generally, their interest extends to the character of the notice and they get what they demand, at the cost of its value.

The standard books of science, philosophy, history and its collateral branches—biography and autobiography—are rarely advertised except in special mediums, usually the quarterlies and magazines of a purely literary quality. When Bram Stoker wrote "The Life of the late Henry Irving," in two volumes, selling at \$7.50, the popularity of the subject caused it to be widely advertised. But "Herbert Spencer's Autobiography," "Senator Hoar's Own Life," "President Gilman's Building of a University," "Andrew D. White's Autobiography," and books that may reasonably be regarded as permanent additions to literature, seeks but little advertisement, but obtain a lot of it and of the very best kind. They are themselves their own best advertisement.

Then there are the encyclopedias and dictionaries which are offered under the pretext that they cost nothing to the purchaser. It would be foolish in their publishers to advertise them to a public who knows anything about books, so we find their publicity in the papers read by the ignorant, the foolish and the credulous, where of course they find their account.

The usual method of selling books is by circular and direct appeal. Every publishing and

bookselling house possesses a list of buyers to whom they address copious publicity under mailed cover. One big publishing house in New York has a list comprising 220,000 names, and its postal bill is bigger than its advertising account. Nevertheless there are firms like Harper's who, in recent years, have set aside for advertisement account as much as \$75,000. In former years \$5,000 was the maximum for this big house, printing frequently a thousand different books a year. But, as we have observed, the tendency is toward concentration of effort, giving the business to a few and leaving out of consideration the many altogether.

On Saturday morning the *Times*' Literary Supplement may be observed in waves littering the Elevated Railroad and Subway Stations. It is thrown away by thousands of purchasers of the *Times*, and is at once a commendation of the daily paper itself and a condemnation of the literary tastes of New York. The very reason that the *Times* Supplement is handy to file, alone makes it equally easy to get rid of. But this is not the case in its provincial circulation, nor its special circulation, of course. Frequently booksellers subscribe for twenty or more copies at \$1 a year, which they circulate freely among customers as a trade stimulant. Then the *Times* prints every four months a special book edition, which they claim is not intended as a raid upon advertisers, but which in fact lines them all up. These they sell in lots, as high as 2,000, to booksellers, who use them as an advertisement. Thus we see how and why the trade moves.

R. E. R.

♦♦♦

SUBSTITUTION.

Within the past year two important American communities and one leading American school were prostrated by typhoid fever. In all three cases investigation showed that the milk supply had been adulterated and contaminated with surface water. When the milk swindlers decided to cheat their customers they had no conscience about pollution. It is that way with all substitutes for standard articles. The

water in the milk means disease and suffering—often death. Substitution lets in all the dangers. Some day we shall have drastic laws to punish criminals who put water in milk, and we shall have laws for the swindlers who practice the other kinds of substitution. In the meanwhile be sure of your milkman and of your tradesmen who would protect the health of your family.—*Delineator*.

A MAN who builds up a trademark by meritorious goods and judicious publicity is a benefactor, not only to his town or city, but particularly to the public which wants the best and is willing to pay for it. Consider for a moment the fact that, out of a dozen things you buy during the day, probably the majority are purchased blindly. You pay your money and you don't know what you are getting. In the case of a trademarked article that is widely advertised, you do know what you are getting, and if there is any fault you can get your money back directly you make complaint. The man, therefore, who builds up a trademark brings a higher morality into business and a larger safety for all consumers.—*Delineator*.

NEWSPAPERS WORTH COUNTING

NOVEMBER, 1906. • • • • PRICE ONE DOLLAR.

**Number
One:
The Boston
Globe**

The above picture of the new book, *NEWSPAPERS WORTH COUNTING*, shows how one paper adroitly made the whole thing an announcement of its own prominence by the ingenious wording of a paid advertisement on the first page.

ON ENGLISH LINES.

This advertisement for Scrubb's ammonia is typically English in form and display—so much so

TRY IT IN YOUR BATH

SCRUBB'S

MOLLIENT AMMONIA

A DELIGHTFUL PREPARATION

SCRUBB'S	INVALUABLE FOR TOILET PURPOSES.
SCRUBB'S	FOR A MOTHER'S SO COMFORTABLE AFTER A BATH.
SCRUBB'S	OLDEANS & BRIGHTEST SILKS, LACE, AND WOOLLEN GOODS.
SCRUBB'S	REFRESHING AS A TURKISH BATH.
SCRUBB'S	MAKES YOUR HANDS SOFT AS VELVET.
SCRUBB'S	KEEPS MIRRORS BRIGHT AND CLEAR.
SCRUBB'S	ALLOWS IRITATION OF INSECT BITES.
SCRUBB'S	CLEANS WINDOWS IN SHORT ORDER.
SCRUBB'S	A'PLMEND FOR BATH- ING TENDER FEET.
SCRUBB'S	REMOVES ALL ODOR FROM FERMENTATION.
SCRUBB'S	AFTER ALL TAXING EXERCISE & SPORTS SO VIVIFYING & BEARING.
SCRUBB'S	A POWERFUL DISINFECTANT.
SCRUBB'S	REMOVES GREASE AND DANDRUFF FROM THE HAIR.
SCRUBB'S	MAKES CLOTHES BEAUTIFULLY WHITE.
SCRUBB'S	UNEXCELED FOR CLEANING SPONGES.
SCRUBB'S	OLDEANS PLATE AND JEWELRY AND SPORTS.
SCRUBB'S	FOR CLEANING EYE GLASSES QUICKE AND CERTAIN.
SCRUBB'S	REMOTES ALL STAINS.
SCRUBB'S	RESTORES AND CLEANS CARPETS.
SCRUBB'S	FULL INSTRUCTIONS ON EACH BOTTLE.
SCRUBB'S	KEEPS HAIR BRILLIANT CLEAN.
SCRUBB'S	INDISPENSABLE FOR WASHING DISHES.
SCRUBB'S	ADDED TO THE WASH MAKES CLOTHES SNOW WHITE.
SCRUBB'S	MAKES BOTTLES WHICH NEVER LOOK LIKE NEW.

USED BY ALL THE
ROYALTIES OF EUROPE

At all Crokers and Bruggists, 25 cents a large bottle.
SCRUBB & CO., LTD., Greenwich Street, NEW YORK.

that, were it printed in an English newspaper or magazine, perhaps it would be more or less overshadowed by a multitude of

other advertisements of similar build. But in an American newspaper its character causes it to stand out conspicuously among advertisements written and displayed on American lines. In fact, as printed recently in the *New York Sun*, it had so much distinctiveness that it seemed worth while to reproduce it and call attention to the points that seemed to immensely improve it on the way over the ocean.

First among the elements of strength, undoubtedly, is the uncompromising blackness and simplicity of outline in the type employed. A long search would be necessary in any American printing office before these antique faces were unearthed, but for certain purposes it might be well worth while to dig them up. None of the many letters devised by American typefounders the past fifteen years can beat them in strength or printing quality. Second, the repetition of the word Scrubb's, Scrubb's, Scrubb's, is a fresh way of making a name important. This device of repetition was dropped long ago in the United States, and has fallen into such abject disuse that it could now be revived to advantage. With us, when it is desired to make a trademark or name stand out very prominently, the advertiser seeks the largest wood-letter to be found and prints the name once—in red ink, if he can. But saying the word over and over again seems to accomplish the same purpose, and more tastefully and neatly.

An interesting fact in connection with the mechanism of this Scrubb's ad is that sections of it can be cut off to suit a given space, and are so chopped up to suit mediums and conditions. As it stands, and while appearing to be entirely devoted to display, this announcement still gives twenty-five different uses for Scrubb's, all practical, and there is the added inducement that it is used by all the Royalties of Europe—certainly a clincher. On the whole, it seems an ad worth knowing about.

THE NEWSPAPER PUBLISHER AND HIS RATES.

Some excellent arguments for the flat rate, with remarks upon the cost of placing business in newspapers, are given in these extracts from a paper on "The Advertising Agent and the Newspaper Publisher," read before publishers of Ohio dailies by John A. Nourse. Mr. Nourse's views are based on practical experience in agency work, as he is manager of the newspaper department of the Mahin agency, Chicago, which publishes the whole address in a small booklet:

The newspaper department is the most expensive and least profitable branch of the agency, for the reason that there are very few instances where a fixed rate prevails. In new territory one must blaze out a fresh path by making a proposition, counter propositions and carrying on a correspondence of from one to six months' duration. The agency loses much time and is put to great expense through the unwillingness of publishers to answer propositions. The lack of a fixed rate for space is one of the costliest things that publishers have to meet to-day. The bill posters take annually many thousands of dollars' worth of business which would otherwise go to publishers, because they have an organization which not only establishes rates but maintains them. Moreover, the rate being a flat one, no discounts for quantity of business, and only 10 per cent for contracts of six months or over, makes it so simple that detail work is reduced to a minimum, making it possible for the agency to accomplish much more than were the same amount expended in newspapers. It will surprise you to know that in the national campaign which we conduct for the N. K. Fairbank Company there are required some twenty-seven different combinations of schedules, just because publishers insist that we conform to rules that are of no practical value in themselves. There is, for instance, the publisher who insists that we take not less than one inch every day if we desire a certain rate. Another raises the minimum to two or three inches. Likewise the publisher who insists that we arrange for every-other-day insertions with a minimum space in any one issue. Indeed, one is always meeting new conditions governing a contract, and we are never safe in assuming that we can or can not do thus and so until it has been definitely tried out. More and more is the cost of blank space being removed from consideration when advertisers place business. It is now almost purely a matter of service, and depends upon plans of operation. Only last week we secured the account of a newly incorporated manufacturing concern which has never used newspaper space, and the question of the cost of space was not mentioned from the opening of negotiations until they closed. The entire transaction rested on the merits of the plan submitted, which included definite plans

on which we, representing the publisher, could promise his co-operation, and on the character of copy to be used. The contract was awarded after a spirited contest on the part of all the prominent agencies in Chicago. Advertisers are willing to pay the price asked so long as they can use the space with profit. Agents are more than willing to uphold a card of rates so long as the publisher makes it possible by his own attitude both to the direct advertiser and other agencies for them to do so. We note the eagerness with which the publisher gives way to the direct advertiser, placing him quite regularly upon the same footing as he does his own authorized representatives. It must not have occurred to you that the direct user of space is not interested in the development or increase of the number of users of newspaper space. They are interested in limiting advertising. All the great companies who are at present regular users of newspaper space would rejoice were their competitors no longer able to buy publicity. The publisher makes the concession, and the advertiser settles back for one or two or three years, as the case may be, to reap his own profits doing nothing more for the publication which recognizes him as an agent. On the other hand, the agent is interested in increasing the number of patrons of newspaper space. That is his business. It means an income not only to himself but to his principal. There are some half dozen companies which have been in the advertising field for years, and to whom it has become a custom to grant the agent's commission because of the volume of business placed and the fact that they were in the field largely before present conditions prevailed. We hold that they are not entitled to the commission, and we advance in every way the interests of the publications, which are not giving them our commission. There are many small dailies, the very superiority of which would make it possible for their publishers to take these same lines of business at full card rates as do the *Chicago Daily News*, *Boston Globe*, *Montgomery Advertiser*, *Woonsocket Reporter* and others that might be mentioned. Such publications receive the more prominent lines of business placed direct, but these direct advertisers are obliged to send their order through an agency, or pay the gross rate. The fact that a new advertiser places direct is no criterion that an agency has not done the pioneer work toward securing that account and developing it. I feel absolutely safe in assuring any publisher that wherever you lose a direct account by reason of unwillingness to allow the agent's commission, we will, as an offset to your loss, place with you an account which has not hitherto been represented in your columns. We only ask that you demonstrate that every known means of securing the direct account has been exhausted, and that all pressure, both local and foreign, has been brought to bear upon them for the contract. Many publishers expect that business will come to them by simply waiting for it, instead of putting up a systematic and vigorous campaign to get it. I have in mind two cities in which local conditions became the reverse of what they had been in former years. In one, the

publisher knowing that his competitor, notwithstanding his smaller circulation and the changed conditions, received all of the best business put out, visited the largest agencies, and by proving the value of his own medium, now enjoys those lines of business. In another instance the publisher, while reaping the returns of a splendid circulation, together with a large local advertising account, still allows his no longer worthy competitor to enjoy the best lines of foreign business, simply because he has neglected to make a vigorous campaign for them. Unfortunately for the publisher, the city is a small one, and changed conditions are apt to be overlooked at long range. Knowing the desire of advertising agencies to give their customers every possible advantage, I know that they would appreciate a visit from this publisher with a frank statement of what he has to offer. We admire the publisher who is frank and outspoken. We like to spend time with the one who comes to our office with data concerning that which he has to sell—copy of his publication, rural route, mailing lists, map of his country showing the routes—one that is just as quick to tell us that he has lost 1,000 from the weekly as to tell us that that number have been added to the daily. More and more is it becoming the custom of publishers to bring with them all their foreign contracts for our inspection, and it is not infrequently the case to have submitted a pad of correspondence with one or more direct advertisers covering upwards of perhaps six months and showing how the publisher has stood out for the full card rates gross.

BIG CALIFORNIA ADVERTISING SUCCESS.

The Cawston Ostrich Farm in California is soon to be turned over to a well-known Los Angeles advertising firm, while the proprietor seeks the seclusion of monarchical retirement in his native England.

This widely noted business now includes a factory, various storehouses, office buildings, two large ostrich farms, the larger being two hundred acres, some several hundred ostriches and an ostrich feather stock in value some hundred thousand dollars, perhaps the largest aggregation in one spot of this kind of finery in the world.

There are very few California advertisers whose advertisements appear so frequently in the eastern magazines. In this respect it would almost seem that the ostrich man is in a class by himself; other ostrich farmers located at Arkansas and Florida have put money into advertising space in these magazines, but the non-persistency of these parties has proved that money has been lost in the ventures.

But this proprietor of "the greatest mail-order success on the Pacific Coast" is no ordinary plunger and speculator. He has just thoroughly organized the Cawston Ostrich Farm Company, which this advertising concern is to manage as well as the great ostrich plant. Incidental to his retirement from the sole management of the ostrich farm interests and the

formation of a company, Edwin Cawston divided one thousand dollars among his thirty-eight employees, pro rata, according to their terms of service, some of them having been with him ten years. He also divided five thousand dollars' worth of stock in the new company among the heads of departments.

The only way to account for all this munificence is to discover the fact that Mr. Cawston is a beneficiary from vast English estates, and would be wealthy anyway, even if all the ostrich farms he owns were transplanted to the bottom of the Pacific Ocean. For all that, as ostrich importer, and "remittance man" he has made a brave and manly struggle in the face of a most lamentable record of prior importers, to place the African-American ostrich feather industry and stock ostrich business on its feet. That he has succeeded beyond the dream of avarice is well; for thirteen years, sustained by British gold, he weathered the pity of local ranchers and the scorn of aristocratic English relatives, to win out finally in consequence of this happy idea of the mail-order business.—E. H. Rydall, in *Judicious Advertising*.

Advertisements.

Advertisements in "Printers' Ink" cost twenty cents a line or forty dollars a page (200 lines) for each insertion, \$10.40 a line per year. Five per cent discount may be deducted if payment accompanies copy and order for insertion and ten per cent on yearly contract paid wholly in advance. If a specified position is demanded for an advertisement, and granted double price will be charged.

WANTS.

WANTED—Writer with good knowledge of Blacksmithing, Wagonmaking, etc. Address J. B. FURVIS, care of Printers' Ink.

EXPERIENCED solicitor wants to represent a live trade publication in Eastern territory, or to take management. "E. B." Printers' Ink.

WANTED—TO BUY an evening daily newspaper in town above 20,000 in Middle West. Correspondence confidential. Box 261, Toledo, O.

THE circulation of the New York *World*, morning edition, exceeds that of any other morning newspaper in America by more than 100,000 copies per day.

WANTED—Linotype composition, 20c. per thousand for 8-point and 19c. for 6-point. Write for complete rate card. Address FRANK B. WILSON, Kenton, Ohio.

IF YOU CAN fit a high grade business or technical position, we have opportunities you ought to consider. Write for booklet. HAPGOODS, 395 Broadway, N. Y.

WANTED—Old-established daily paper wants a bright, active young man, with some experience, in its advertising department. Splendid possibilities for the right man. Address "A. D." Printers' Ink.

PRESSMAN and stereotyper (combined) to operate Bullock Lightning and 8 page press. Good references required. Will furnish helper. P. O. Box 257, Nashville, Tenn.

WANTED—Position as advertising manager of newspaper in town of 56,000 or under by young man who has had 7 years' experience in newspaper and agency advertising. Address "T." Printers' Ink.

NEWSPAPER POSITIONS open for advertising solicitors of successful experience. \$1000 salary propositions. Write for Booklet No. 7. **FRANLIS'S NEWSPAPER MEN'S EXCHANGE** (estab. 1898), Springfield, Mass.

WANTED—A subscription manager for farm paper and book publishing house in the Middle West: one who is active, energetic and able to take financial interest in the business. A great opportunity for the right man. "F. B.," care Printers' Ink.

RARE OPPORTUNITY
R to secure the services of one of the best advertising men in this country, providing there is chance to get a financial interest in publication. Capable of taking entire charge of business end. "G. A. I." Printers' Ink.

A CHICAGO Special Agent who has for many years represented three specially high-grade dailies, published at widely separated centers, and to whom he is an old acquaintance, would be glad to add one or two more of the right sort, issued at points that do not compete with those he now works for. Address **CHICAGO SPECIAL**, care of Printers' Ink, New York.

We want a man who knows he can sell advertising. Experience in the advertising business not essential, but he must possess the qualities of a first-class salesman and be firmly convinced of the potency of advertising. Distinctly a gentleman in appearance, and able to turn his references that show beyond question that his character and ability are of the highest standard. State references and salary expected. Address Box "C," care Printers' Ink, New York.

WANTED—Clerks and others with common school educations only, who wish to qualify for ready positions at \$2.50 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate finds \$8,000 place, another \$5,000, and any number earn \$1,500. The best clothing advertiser in New York owes his success within a few months to my teachings. Demand exceeds supply.

GEORGE H. P. WELL, Advertising and Business Expert, 143 Metropolitan Annex, New York.

YOUNG MEN AND WOMEN of ability who seek positions as adwriters and ad managers should use the classified column of **Printers' Ink** for their advertisements. Such advertisements will be inserted at 20 cents per line, six words to the line. **PRINTERS' INK** is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

WANTED—To buy one or two second-hand linotypes in good condition. Will pay cash. Address **THE BRISTOL HERALD**, Bristol, Tenn.-Va., giving complete description.

WANTED—Position as circulation manager of daily in town of 40,000 or under by young man having 7 years' experience in newspaper work. Well recommended. Address "G. T.," Printers' Ink.

"ADVERTISERS' MAGAZINE"—THE WESTERN MONTHLY should be read by every advertiser and advertising reader. Best School of Advertising "in existence." Trial subscription ten cents. Sample copy free. **THE WESTERN MONTHLY**, 815 Grand Ave., Kansas City, Mo.

ILLUSTRATORS AND ILLUSTRATIONS

ADVERTISING cuts for Retailers; good; cheap. **A HARPER ILLUS. SYNDICATE**, Columbus, O.

ADVERTISING MEDIA.

WHAT the *Ladies' Home Journal* is to the nation the RECORD is to Troy and Central Miami County, Ohio. Only daily. Carries same high-grade advertising. None questionable of any sort accepted. Send for sample copy.

SUPPLIES.

W. D. WILSON PRINTING INK CO., Limited, of 17 Spruce St., New York, sell more magazine cut inks than any other ink house in the trade. Special prices to cash buyers.

PASTE for shipping labels, mailing wrappers, trunk linings, cigar box labels and all other purposes. Bernard's Cold Water Paste is positively best. **Virginia-Carolina Chemical Co.** n-e it exclusively in 16 factories. Sample free. **CHAS. BERNARD**, Tribune Building, Chicago.

89 Adwriting Rules (Enlarged Edition)
gives in a condensed form practically the same instructions, type information, tables, etc., in advertisement writing that a \$25 to \$40 course teaches. Postpaid, 25c. Stamps or coin. A quarter's worth or the quarter back. **L. KOMMEL, Jr.**, 61d Merchant St., Newark, N. J.

ADDRESSING MACHINES AND FAC-SIMILE TYPEWRITERS.

AUTO-ADDRESSER—An office machine that saves 90 per cent. Besides selling the "AUTO-AD-DRESSER," we make an IMITATION TYPEWRITTEN LETTER and fill in the address so that it cannot be distinguished from the real. We do wrapping, folding, sealing, mailing, etc. Ask us.

AUTO-ADDRESSER, 310 Broadway, N. Y.

ADWRITING.

I WRITE good advertising, booklets, form letters and store papers. **R. E. GRANDFIELD**, Fall River, Mass.

PAPER.

BASSETT & SUTPHIN,
45 Beekman St., New York City.
Coated papers a specialty. Diamond B Perfect.
Write for high-grade catalogues.

ADVERTISING AGENCIES.

D. A. O'GORMAN AGENCY, 1 Madison Ave., N. Y. Medical journal adver. exclusively
H. V. KASTOR & SONS ADVERTISING COMPANY, Lucile Building, St. Louis, Mo.

THE IRELAND ADVERTISING AGENCY,
Write for *Different Kind Advertising Service*,
225 Chestnut Street, Philadelphia.

ALBERT FRANK & CO., 25 Broad Street, N. Y.
General Advertising Agents. Established 1872. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.

Advertise in Cuba
It will soon be "Uncle Sam's Land."

**Other
American Firms**

are doing business here

**And Why Not
You?**

THE BEERS ADVERTISING AGENCY

Bank of Nova Scotia Building, HAVANA.

PRINTERS' INK.

PUBLISHING BUSINESS OPPORTUNITIES.

MONTHLY paper of national reputation. Can be bought at a price. It is badly run down. But would be cheap at \$2.00. For man who wants a funny paper. Unusual opportunity for some one. Better get into touch immediately. **EMERSON P. HARRIS,** Broker in Publishing Property, 253 Broadway, New York.

PATENTS.

SHEPHERD & PARKER, Solicitors of Patents and Trade Marks, 508 Dietrich Bldg., Washington, D. C. Highest references from prominent manufacturers. Hand book for inventors sent upon request.

PATENTS that PROTECT.

Our 3 books for inventors mailed on receipt of 6 cts. stamps. **R. S. & A. E. LAHEY,** Washington, D. C. Estab. 1869.

PHOTO-ENGRAVING.

PHOTO-ENGRAVERS, Designers, price list and samples sent on request. **STANDARD ENGRAVING CO.**, New York.

PRINTERS.

PRINTERS. Write **R. CARLETON**, Omaha, Neb., for copyright lodge cut catalogue.

We print catalogues, booklets, circulars, adv. material and books, at rate for price. **THE BLAIR PTG. CO.**, 514 Main St., Cincinnati, O.

DIRECTORY OF NOVELTY MANUFACTURERS.

AGENTS wanted to sell ad novelties, 25% com. 3 samples, 90c. **J. C. KENYON**, Ossipee, N. Y.

CELLULOID and Metal Buttons, Advertising Novelties, Badges, largest assortment, lowest prices; samples sent. **JAMES S. HENDERSON**, Room 1804-150 Nassau St., N. Y. Phone 4553, Beekman.

WRITE for sample and price new combination Kitchen Hook and Sill File. Keeps your ad before the housewife and business man. **THE WHITEHEAD & HOAG CO.**, Newark, N. J. Branches in all large cities.

FOR live advertising novelties, specialties, business souvenirs, calendars, signs, read THE NOVELTY NEWS, official organ of the manufacturers. Full of suggestions. Illustrated. 90c. a year. 1734 Washington St., Chicago.

BOOKLETS.

AD POINTS. A booklet for the retailer. Money's worth or money back, 25 cents. **J. H. RATHBUN**, Sedalia, Mo.

ADVERTISEMENT CONSTRUCTORS.

Mr. Advertiser:

If the volume of your business does not permit the exclusive use of a trained adwriter your need of temporary help is so much the greater. The advertising you do must be of the convincing kind—that fairly lifts your business out of the rat.

make result-producing copy.

make advertising investment pay.

Samples of work and particulars by return mail. Address "ADVERTISING TACTICIAN," care Printers' Ink.

LOTS of advertisers are waking up to the fact that it pays handsomely to keep themselves constantly in the minds of people who handle goods of their make. For such "waked-ups" I make Circulars, Folders, Price-Lists, Catalogues, Trade Primers, Circular Letters, Announcements, Mailing Cards, Booklets, Notices, News-papers, Periodicals and Trade Journal Advertisements, etc., etc.

I make a specialty of soon-over mailing slips to enclose with daily correspondence.

Would you care to see samples of my doing? If so, no postal cards, please.

No. 69, FRAN. ISL. MAULE, 402 Sansom St., Phila.

FOR SALE.

FOR SALE—Six heavy wire newspaper files 5x9¹/2 feet, each containing 66 compartments. Bargain price. Address **FILKS**, 636 Ellicott Sq., Buffalo.

FOR SALE—Whitlock Cylinder Press in fine condition; low price for immediate sale. Also 7x11 iron-on cases and stands. **G. C. JACKSON**, Akron, Ohio.

FOR SALE—Mietz and Weiss kerosene engine, 2 h. p.; costs 40 cents a day to run; wood order: runs jobber, cylinder and simplex; cost \$225. Price \$100 cash. Also Rockford folder, \$75 cash. "COURIER," Chatham, N. Y.

FOR SALE—32x50 Campbell 2 revolution job and newspaper press; 4 form rollers; table and vibrator distribution; front fly delivery; impression trip; wire springs; foundation; speed 1,400 an hour; \$700. Address **A. F. WANNER & CO.**, 42 Custom House Place, Chicago, Ill.

FOR SALE—Complete newspaper and job plant in excellent condition, publishing daily 1,600 circulation, weekly 2,600, in growing city of 12,000 population; doing between \$2.50 and \$3.00 of business per month and steadily increasing; in splendid health to improve. For particulars, price and terms, write **C. A. MCCOY**, Lake Charles, La.

ADDRESSING MACHINES.

ADRESSING MACHINES—No type used in the **Vandersteel** addressing machine. A card index system of addressing used by the largest publishers throughout the country. Send for circulars. We do addressing at low rates. **WALLACE & CO.**, 39 Murray St., New York, 401 Pontiac Bldg., 338 Dearborn St., Chicago, Ill.

TYPE AND PRINTERS' SUPPLIES.

ORGINAL DESIGNS in type for advertising purposes. Our type is used more extensively in advertising matter than any other make in the world. Specimen pages on application. **AMERICAN TYPEFOUNDERS CO.**, New York.

COIN CARDS.

\$3 PER 1,000. Less for more; any printing. **THE COIN WRAPPER CO.**, Detroit, Mich.

COIN MAILER.

\$2. 90 PER 1,000. For 6 coins **\$2**. Any printing. **ACME COIN CARRIER CO.**, Burlington, La.

MAILING MACHINES.

THE DICK MATCHLESS MAILER, lightest and quickest. Price \$12. **F. J. VALENTINE, Mfrs.**, 178 Vermont St., Buffalo, N. Y.

HALF-TONES.

NEWSPAPER HALF-TONES, **N** 2x3, 75c.; 3x4, \$1; 4x5, \$1.60. Delivered when cash accompanies the order. Send for samples. **KNOXVILLE ENGRAVING CO.**, Knoxville, Tenn.

HALFTONE or line productions, 10 square inches or smaller, delivered prepaid, 75c.; 6 or more 50c. each. Cash with order. All newspaper screens. Service day and night. Write for circulars. References furnished. Newspaper process-engraver. **P. O. Box 815**, Philadelphia, Pa.

CARD INDEX SUPPLIES.

GET prices on Stock Cards and Special Forms from manufacturers. Cards furnished for all makes of cabinets. Special discounts to Printing Trade.

STANDARD INDEX CARD COMPANY, 707-709 Arch St., Philadelphia, Pa.

PREMIUMS.

THOUSANDS of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 50-page list price illustrated catalogue (©©) Greatest book of its kind. Published annually, 35th issue now ready; free. **S. F. LYERS CO.**, 47w. and 49 Maiden Lane, N. Y.

LETTERS FOR SALE.

24,000 AGENTS' LETTERS for SALE.
We have 24,000 original first reply agents' letters. They have sent us over \$12,000 for our goods. We will sell cash on account or take at one time.
DOMESTIC MFG. CO. (Desk 8), MINNEAPOLIS, MINN.

TO ADVERTISERS.

LET US DISTRIBUTE your advertising matter. We have an organization that enables us to cover any territory and reach any class of people. Through reliable Distributors located throughout the United States and Canada we can distribute your matter more effectively and for less than half the cost to you in any other way. OUR DISTRIBUTOR'S DIRECTORY mailed free to Advertisers, descriptive to most markets direct with our Distributors. We Guarantee Good Service. References—Bradtstreet. NATIONAL DISTRIBUTING CO., 700 Oakland Bank Building, Chicago, Ill.

MULTI-TYPEWRITING.**Multi-Typewriting.**

No better than typewriting, better than facsimiles—we're making it famous. ROGERS & CO., 149 Jefferson Ave., Detroit, Mich.

PRESS CLIPPING BUREAU.

SOUTHWEST PRESS CLIPPING BUREAU, Topeka, Kan., covers only Kan., Mo., Ark., Tex., O. T. and I. T.

WRITERS' AND PUBLISHERS' OPPORTUNITIES.

WRITERS, Speakers, Students, Artists, Publishers: invaluable assistance consulting, through calls or correspondence. The Search-Light Information Library's great collection of up-to-date pictures and clippings covering everything. 24 Murray Street, New York.

“IT'S WORTH IT.”

Although the price of your news ink has been raised and the freight costs almost the original price of the ink, it's worth it—because it's the best news ink in the world, and I have used considerable in 25 years.

C. R. TINAN, Pub. "Graphic," Kimball, S. D.

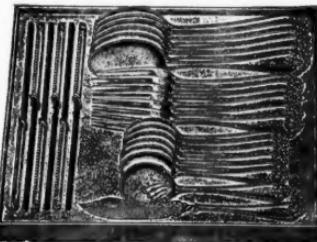
Every one of my customers, who buy news ink, feel as Mr. Tinan does, that the quality is fully worth what I ask for it, and they realize that I would not raise prices unless I was absolutely forced to it. Twelve years ago the publishers of the small country newspapers were paying all the way from twelve to twenty-five cents a pound for their news ink, and when I offered it for six cents in twenty-five pound kegs, and four cents in 500-pound barrels, they looked upon the proposition with a great deal of skepticism, and wondered how I could do it. Since then oil used in the manufacture of this ink has actually trebled in cost, and you can imagine the fat profit my competitors were making until I delivered the death blow. Send for my sample book. Address

Increase Your Sales

USE

Silverware for Premiums

**SPECIAL QUALITIES,
PATTERNS, PRICES.**



International Silver Co.

Factory "C,"
Bridgeport, Conn.

PRINTERS INK JONSON,

17 Spruce Street,

New York.

COMMERCIAL ART CRITICISM

BY GEORGE ETHEridge, 33 UNION SQUARE, N.Y.
READERS OF PRINTERS' INK WILL RECEIVE, FREE OF CHARGE:
CRITICISM OF COMMERCIAL ART MATTER SENT TO MR ETHEridge.

It would be manifestly unfair to dig up the newspaper or magazine files of twenty years ago and criticise the advertisements which then appeared or compare them with present-day standards. When, however, an advertisement which bears a copyright mark of 1887 makes its appearance in a list of 1906 newspapers it is perfectly fair to call attention to it and to criticise it. This Sapolio advertisement, to which reference is



HOW THE LITTLE ONES DO IMITATE US.

Very true. Keep your house clean with Sapolio, and when they get old they will do the same.

"As the twig is bent the branch grows." Teach your children how to use

SAPOLO

and they will always be neat. Try a cake of it in your next house-cleaning.

No. 7. (Copyright March, 1887)

No. 1

made, shows its antiquity by the clothing worn by the woman, and for that reason, if for no other, should not be allowed to see the light at this time. It was a feeble piece of drawing and a foolish idea to start with, and age does not improve it. If the little ones

are going to imitate us they had better do so in some such manner as is shown by the illustration marked No. 2 which, in addition

SAPOLIO



No. 2

to being sensible, is clear, clean and distinct.

* * *

No, the man who wears Wright's Health Underwear doesn't "get it in the neck" as this picture might lead you to infer. The man who made this picture had in mind the idea that Wright's Underwear protected the throat and chest, but the man who wrote the copy evidently didn't think that was a point worth bringing out, so he ignored it entirely. These misfits between copy and illustration are much more common than they should

be. If the idea is worth bringing out in the illustration it is worth featuring in the copy. Aside from this, however, the advertisement

value. It would be far better in this case to have shown an attractive picture of the shoe and nothing else.

* * *

Here is an advertisement, that of the Marble Safety Arms Company, which was one of four appearing on the same page in a trade paper, and though extremely simple it was so strong that the others seemed to fade away and almost disappear. Although somewhat crude it was to that extent

You Need

... a garment that will not irritate the skin. ...

WRIGHT'S Health Underwear

... made of most fine, soft, looking it soft and agreeable to our body and ...

... the strength of muscle. This force is increased by perfect ...

... This means health and comfort. Wright's wear all its advantages come ...

... from Wright's own ... The Law of Health, the First of ...

... 22 FRANKLIN STREET, NEW YORK.

is very good, and the novel character of the illustration is sure to attract attention wherever it may appear.

* * *

A picture which means absolutely nothing is obviously of no value. Putting a shoe on top of a sawed-off imitation of the White House is not pretty nor

WHITE HOUSE SHOES

FOR MEN 350-400
FOR WOMEN 300-350

The Brown Shoe Co.
MAKERS ST. LOUIS, U.S.A.

SOLD BY LEADING DEALERS.

attractive and is a waste of space. We can forgive an illustration for the lack of an underlying idea if it is beautiful, or if it appeals strongly to good taste or fancy, but when it lacks those and all other good qualities it certainly has no sales

A Perfect Rifle Sight

MARBLE'S IMPROVED FRONT SIGHT

may be justly described as a "long look ahead." Having no stem to obstruct the view when "holding above," it gives a complete view of the object aimed at, and enables one to make accurate shots at any range without stopping to adjust rear sight. It is exceptionally valuable for running shots and is used for snap shooting by the most famous rifle men.

Bands of Ivory, or Gold, -1-16, 3-32" I-8 in., Price \$1. State model and caliber.

Marble Automatic, Flexible-Joint Rear Sight described in catalog "T."

MARBLE SAFETY AXE CO.,
Gladstone, Mich., U. S. A.

commendable, but it has its fault. It advertises a rifle sight, and a picture of the sight itself is shown. The heavy black with the white lettering is so strong that the small cut of the sight is almost lost, which is, of course, to be regretted. The sight should be very much larger and its surroundings should not be of a character which tend to kill it off.

A PIANO booklet that is out of the ordinary comes from the Bell Piano & Organ Company, Guelph, Ont. Its title is "Little Bell Biographies" and it gives succinct lives of master musicians from Bach and Haydn to Grieg and MacDowell, with a portrait of each composer. At the bottom of each little biography is a word of argument for the Bell piano.

READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

J. R. WILLIAMS,
Advertising Service and Supplies,
606½ Gay Street.

KNOXVILLE, Tenn.

Editor Ready Made Department:

You are, doubtless, always glad to see ads that have actually pulled business, and I inclose herewith one of the Beamans Cash Shoe and Hat Store, which appeared in the Friday evening *Sentinel*, one week ago. On the following Saturday, Beamans sold about 150 pairs of the Diamond Shoes, largely advertised in the announcement, and in addition other brands of shoes and hats were sold, to the amount of almost one thousand dollars.

Typographically, you will doubtless think this ad is the "limit," and I must admit that it is mostly headlines, but it brought the business, so isn't it a good ad?

Thanks for your kind criticism of the *Jewelers' Blue Book* in your recent issue. Very truly yours,

J. R. WILLIAMS,
The Advertising Man.

Yes, typographically, the ad submitted is the limit, and a little beyond; but "handsome is as handsome does," whatever that means, and the results reported in the letter above would seem to indicate that typography is not all important. The ad occupied nearly half a newspaper page and could not easily be overlooked. The display was a hodge-podge of type faces, and the text was strung clear across the space—long lines of small type and not at all easy to read. And yet the ad dug up a lot of business, according to Mr. Williams' letter, even without any cut prices. "We also show them in extreme widths, both broad and narrow," seems slightly mixed. Perhaps it means both broad and narrow toes. Anyhow, here's the text of the ad. See if you can tell why it was seemingly so successful:

52 STYLES OF BEAMANS DIAMOND SHOES FOR MEN,

\$3.50 AND \$4.

So popular have men's Diamond shoes become that we have developed a wonderful line of them, including fifty-two styles, with a run of sizes in practically every style. We also show them in extreme widths, both

broad and narrow, and from 2's to number 14's. We have them in lace, blucher, button and congress, in patents, gun metal, vici kid, box calf and every other leather. In brief, we believe we can fit and suit any man from our Diamond line, and we guarantee that they are the best shoe values that can be found in this or any other city.

Men's Diamonds as Small as 2's, as Large as 14's.

Already fifteen styles of Diamond shoes for women, \$3.50 and \$4.

So popular have our men's Diamonds become that there has been a persistent and strong demand made upon us to supply a shoe for women of the same high character and popular price, and for the first time we are now showing Diamonds for women, at \$3.50 and \$4, in fifteen different styles. The indications are that they will soon prove as popular as the men's line, and we are gradually adding new styles as the demand increases.

"Nokout" hats, soft and stiff, \$2. Best \$2 hats ever shown in Knoxville.

"No Name" hats, soft only, \$2.85. No-Name makers refuse to sell us because we cut the price.

"Howard" hats. Soft and stiff, \$3. As good looking as most \$5 hats.

Howard Derby hats are certainly dressy.

"Dawson" hats. Soft or stiff, \$4. Really a \$5 hat, but we sell for cash.

Cash Rings Loud at

BEAMANS.

219 Gay.

From the Pittsburg (Pa.) Post.

Men's Hats.

Have you seen the New Knox Derby?

The smartest hat that has been produced for many a day.

The right hat for Fall and Winter wear.

Demand for Soft Hats has been phenomenal—stock was almost exhausted a few days ago—but a new shipment has arrived and we can now show you everything that is desirable in the new telescope shapes.

The Paulson shapes are in great favor—both stiff and soft—Paulson \$3 hat is a wonder—hand-made and guaranteed for a year.

Knox shapes \$4 and \$5.

PAULSON BROS. CO.,

515 Wood Street,

Pittsburg, Pa.

MORRIS & WALES,
Advertising,
Provident Building.
PHILADELPHIA.

Editor Ready Made Department:

Business circles in this city were somewhat shaken last week with the announcement of the embarrassment of the well-known firm of Henry K. Wampole & Co., due to crooked work on the part of Mr. Wampole.

The indications were that it would be a very bad failure, but it was later discovered that the value of their trademark would turn the tide.

This seemed to us to be such a good

sermon on the advantages of persistent advertising, that we ran the inclosed 100 line ad in four of the dailies.

Yours truly,

MORRIS & WALES.

P. S.—Under separate cover we are sending you a couple of samples of some of our recent trade paper work.

M. & W.

It certainly is a good sermon on the value of a well-advertised trademark; and Morris & Wales seem to have turned it to good account:

PUBLIC LEDGER—OCT. 13, 1906

BIG ASSETS FOUND BY THE WAMPOLE FIRM

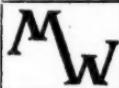
Value \$1,000,000.

In the liabilities are included every possible obligation of the firm, but in the assets are included only the material things which are far from being the most valuable properties of the firm. In the assets, for instance, figures a certain preparation put upon the market by Henry K. Wampole & Co., but the value of this preparation figures only as according to the stock on hand—worth a few thousand dollars—while it is said that the firm has refused a recent offer of \$500,000 for the more advertised trade name of this preparation.

The value of eighteen years of persistent advertising of the trade names owned exclusively by Henry K. Wampole & Co. has not been included in the firm's assets.

5⁰c RIB

*We are
developing such
assets for
manufacturers
in many
staple
lines.*



MORRIS & WALES
General Advertising Agents
PROVIDENT BUILDING

Both Phones.

To Admit Something Not Altogether in Your Favor Is Often to Strengthen Your Appeal as a Whole. From the Kansas City Star.

Certainly! We

admit it of course—that your savings *might* earn more some other way. But they're sure to make three per cent here, where fidelity, ability and capital protect and work for you twenty-four hours every day! ! !

Open Saturdays and Mondays till 8 p. m. Capital and surplus, \$2,000,000.

FIDELITY TRUST CO.,
Ninth and Walnut Sts.,
Kansas City.

No Waste of Words In This One from the Providence (R. I.) Evening Telegram.

When it Comes To Lamps

THIS IS THE PLACE.

We carry about everything in the lamp line with prices all the way from 15c. to \$20.

All the supplies for any kind of lamp, too—wicks, burners, Macbeth chimneys, globes, shades, etc.

If your lamp doesn't work good, bring it in and let us fix it.

A. W. FAIRCHILD,
10-12 Arcade,
Providence, R. I.

THE UTICA "HERALD,"
"A Letter From Home,"
UTICA, Mo.

Editor Ready Made Department:

I inclose a specimen of "freak" advertising which I really believe is about the worst yet. It is from the *St. Louis Republic* of Aug. 29.

My wife calls *PRINTERS' INK* my bible. She is partly right. Accept my sincere regrets at the untimely death of Mr. Zingg, and my best wishes for the continued health and usefulness of Mr. Rowell, with whom I have had various business relations for nearly 30 years.

HARRY C. WEBSTER,
Publisher *Herald*.

"About the worst yet" hardly does justice to the case. Why "about"? Just why an advertiser wants to handicap his announcements by setting them so that nobody will read them, passes my understanding. Now look at this:

tA siht gnitirw ew era gniwiecer
egral stnemphis fo wen llaF selyts fo
cht notelitteN, a eohs rof nemeltneg,
yehT era dnoyeb a thbod eht tsb
s'nm seohs edam ni aciremA dna taht
snaem cht tsb ni eht drow.

See them to-day at
BOEHMER'S,
emoc ni erh
410-412 N. Broadway.

It is just such freakish things as this that spoil a lot of good prospects for the newspaper publisher. Some new advertiser with the idea that attracting attention is the one and only aim of advertising, and that the only way to attract attention is to be freakish or clownish, does a thing like this. Of course it doesn't pay—how could it? But he judges the whole advertising proposition by it. "Pshaw!; didn't he advertise; doesn't he know?"

Very Good, but It Might be Interesting to Print How Much "We Cut the Price." From the Lynn (Ind.) Herald.

Harness the Wind

to your work of pumping by allowing us to put you up a first-class windmill that cannot fail to please you. The Eureka's points of excellence are easily discernible. Let us demonstrate them to you. We cut the price.

CLARKE & MOTE,
Lynn, Ind.

Good Hat Talk. From the Pittsburgh Gazette.

The Best Hatters

throughout the country favor Conservatism this Fall in their derby styles, but a Conservatism so tempered by the love of beauty as to lose half of its monotony and plainness.

It is quite an achievement to design a hat that is plain enough to please the fastidious man and yet with enough new lines in it to create in him a desire to discard the old and don the new hat.

There are hat shops where the designers strive steadily and at times ineffectually to attain just the proper style, but there is one hat shop that attains the desired results always—that is the shop where the Oetting Court Derbies come from.

Knapp-Felt Derbies \$6 and \$4. Court Derbies \$4 and \$3. Paragon and Acme Derbies \$2.25 and \$1.75.

New lots of Pearl Telescopes and Tech. Derbies just in.

OTTO OETTING,

Two Stores:
Fifth & Wylie,
Seventh & Smithfield,
Pittsburg, Pa.

An Interesting Story, Summed Up In Headline. From the Philadelphia Bulletin.

Bed of Tulips for \$2.75.

A Circular Bed of Brilliant Tulips, 6 feet in diameter, divided into four quarters—white, scarlet, pink and yellow; costs only \$2.75.

All largest size, sound, named bulbs, which will make a gay show early next Spring.

Our Bulb Book contains diagrams of Bulb beds how to plant and the best varieties to use. Free at the store or by mail.

It is not too late to sow grass seed. Dreer's Evergreen Lawn Mixture produces beautiful and permanent lawns. Qt., 20c.; pk., \$1; bushel, \$4.

DREER,
Seeds, Plants, Tools,
714 Chestnut St.,
Philadelphia, Pa.

Judging by its literature, "The Metropolitan," Attica, Ind., sells cigars with one hand while it takes your measure with the other for clothes to be made by the Globe Tailoring Co., Cincinnati, O., for which it acts as agent. I suppose The Metropolitan is a cigar store that handles the tailoring branch on the side. There's nothing offensive about the combination, nor is it altogether inconsistent; but it's unusual, to say the least. Among the circular matter sent to PRINTERS' INK are three form letters, in imitation of typewriting, one of which is here reproduced. The letter is all right, so far as it goes, except the "Dear Friend" josh, which ought to be cut out, if for no other reason than that it is so often used by people who have no legitimate proposition to make. I believe, too, that if this letter idea is worth carrying out at all, it is worth doing well—that each letter should be filled in with the name and address and mailed under two-cent postage. That would make something like a personal appeal, while the present letter is clearly a circular intended for general distribution and addressed to the wide world:

Selling Agency—Globe Tailoring Co.,
Cincinnati, O.

THE METROPOLITAN,
"Made to Measure Clothes."
ATTICA, Ind.

Dear Friend:—

SUMMER CLOTHES.

The question of clothes this season is now up to you and we invite your inspection of the largest and most complete line of fabrics for Spring and Summer ever on display in this city. Our garments are decidedly apart from anything you've ever seen. Correct in every detail of their construction, they are built stylishly and for service.

Satisfaction is what you are entitled to—absolute satisfaction is what you will receive in the Globe Tailoring Company Clothes—the best by test. The advertising value of a good fitting suit of clothes is limitless and we are careful to see that every garment that leaves our establishment is perfectly fitted, correctly styled and so excellently tailored as to give enduring service. Honestly made garments at the price is our policy.

AN EXCEPTIONAL OPPORTUNITY.

Our Mr. Jos. P. Allen will arrive next week direct from the shop of the Globe Tailoring Co., Cincinnati—"The Best Fitters"—with several large trunks packed with 500 samples (all

piece goods over one yard in length so you can see how goods look) of seasonable fabrics.

We want to show you this great variety of Spring goods and have arranged to hold an opening during last two weeks of April.

Why not place your order for that "Made to Measure" suit with us? Whether the suit is fifteen dollars or more, expert tailors do the work. Our list of customers includes the most prominent and representative people in the city and country, and we will be pleased to add your name to our list. We can fill your order in seven days.

Trusting to have the pleasure of seeing you, we beg to remain,

Very truly yours,

THE METROPOLITAN,

Per D. S. Allen, Clothes-ologist.

P. S.—Don't forget the date of our opening. We want to see you in the store. You are urgently requested to call and have a look and listen to our attractive prices. You'll be pleased and so will we.

Some of The Metropolitan's circulars are devoted wholly to cigars, some to clothing, and some to both. One of them, a mailing card, bears the following very good but not very definite talk on the back:

CIGARS AND TOBACCO

Your Patronage.

I want a share of it. I am fully satisfied I can please you in quality, size and price, and fit you out with a cigar which you will be willing to

"Tie to for Keeps."

I don't believe your ideas in Cigars are so unusual as to forbid the thought of having the pleasure of serving you. I want to see you in my store. Make this store your downtown headquarters for convenience, for business, and for pleasure. Come in and make yourself comfortable. Always pleased to serve you. I beg to remain,

Yours very truly,
THE METROPOLITAN,

Per
Attica, Indiana.

"EVERY LITTLE BIT HELPS."

Just why, if it is intended to be mailed (as would appear from the notice on the front, prescribed by the Government for such cards), it should bear a *printed* address "To Mr. Smoker, Attica, Ind.," is not altogether clear. And it even carries the usual ruled space for a stamp. A card of this sort, to bring any direct, tangible returns, should make a definite proposition—so many such-and-such cigars for so much money. And of course, a little talk about the brand offered.

ALLEGED HUMOR.

HE—The critics say that my new novel is trash.

She—Cheer up! Maybe it will sell like trash.—*Smart Set*.

A FRENCH "BULL"—Outside a country cemetery. "Notice—The only persons buried in this cemetery are those living in the parish."—*Sourire*.

HE—Now, I want your candid opinion about my new book.

She—Well, for one thing, I think the covers are too far apart.—*Pick-Me-Up*.

IN PLAIN VIEW.—Sign Painter: "Where do you want the sign 'Terms Strictly Cash' painted?"

Barber: "On the ceiling."—*Boston Transcript*.

THE following notice is inscribed on the wall of a house in the Rue de Strasbourg, Saint Dennis, France: "In case of fire, ask for help at the cemetery."—*London Express*.

"Most every man,
Of fool or saint,
Has touched the sign
That's labeled 'Paint!'"
—*New York Sun*.

JACK SPRATT would eat no fat—
His wife would eat no lean,
Unless the label on the cap
Could be distinctly seen.

—*Star, St. Joseph, Mo.*

CHICAGO must look to its laurels. The *Strand Magazine* publishes the following advertisement of a maker of pickles: "During the year 1905 126,000 visitors passed through our plant."—*Punch*.

A DULL FELLOW.—The Husband—Can't we just quietly separate, Gertrude, and thus avoid publicity?

The Wife—Quietly? What do you suppose I married you for, stupid?—*Smart Set*.

"How are you getting along at college, Freddy?"

"Fine! Why, I was arrested twice last week for playing college pranks and got my name in all the papers."—*N. Y. Telegram*.

"SHE'S really too young to go shopping alone." "Yes, she is rather impressionable." "Impressionable? I don't see—" "I mean she's liable to get excited and buy something."—*Philadelphia Press*.

UNDER THE PURE FOOD LAW.—Knicker—Labels must describe exactly what the food is.

Dealer—All right; instead of calling it "Mother's Brand," I'll make it "Darwinian Cousin."—*New York Sun*.

"THAT," said the reporter confidentially, handing in his copy, "is what I call fine writing." Glancing at it with a scowl, the usual brutal type of the city editor growled. "Huh," he snorted. "I should say so. And the fine will be a day's pay."—*Philadelphia Public Ledger*.

THE ONLY WAY.—"He earned \$10,000 last year with his pen." "Goodness! What did he expose?"—*New York Times*.

BLOWING HOT AND COLD.—In a certain Massachusetts village the Town Clerk combines business with his official capacity. A notice board at the edge of the town reads: "Automobiles must not go faster than eight miles an hour—J. Oleott, Town Clerk. Get your gasoline from J. Oleott."—*Lippincott's*.

ITS PURPOSE.—I understand you have perfected another great invention."

"Yes," answered the scientist modestly.

"Is it on the market?" "Oh, it wasn't intended for the market. It's for the magazines."—*Washington Star*.

FOR THE ONE-LEGGED.—An English provincial paper prints the following advertisement:

A LADY of title who is going abroad wishes to dispose of an elegantly made left side artificial leg; defies detection; corresponds to gloves 6 1/4; quite good for all sports, dancing, etc. Write Box 2,826.

TONE.—"Buffet Bay! Now that sounds good. Suppose we run down to Buffet Bay for a week or so?" "Well, I don't know. What else does it say?"

"That the air is like wine there."

"But can you trust these advertisements? What if it should turn out to be beer? Thing of the humiliation!"—*Puck*.

FOR ALL US CULTURED PEOPLE."

We've got a brand-new paper down to Pohick on the crick, The editor's a feller that's most chipperly and quick To see the real pint o' things an' then to tell 'em out, So's everybody knows exactly what he's talkin' 'bout! We're all a-writin' pieces fur to ketch the public eye; We can't sign "Old Subscriber," but we hope to by and by. 'An when we git the time we're all a-goin', one by one, Up to his shop an' tell him how a paper should be run.

It's mighty hard to edit, if you're goin' to do it right, I'll bet this feller stays awake till 10 o'clock at night A-thinkin' up the prize fights an' the accidents an' such, That all us cultured people likes to read about so much.

He says he's filled a long-felt want, an' that he's come to stay; The town'll be right foolish if it lets him git away; We're totin' corn an' pumpkins, 'cause you can't subscribe on tick, To help the literary boom at Pohick on the Crick.—*Washington Star*.